

## **"SOCIAL INNOVATION - PRIORITY FOR A EUROPEAN AGENDA"**

***SOCIAL ENTREPRISES AS EU-DRIVING FORCE***



**Presenting experience examples of  
Social Innovation projects in Europe**

Dear reader,

We are pleased to present you with a collection of good practices and innovative answers to social problems by European Social Enterprise and Non-profit Organisations. This will serve as a compendium of best practises in Europe for an experts' conference on "Social Innovation - A Priority for a European Agenda" held in the European Parliament on May 30th 2013.

With these examples we intend to document and illustrate the broadness and variety of the innovative power of Europe's social economy. Since the booklet is a result of an open call for submission, it should be seen only as a collection of examples and not a holistic representation of the sector. For this reason we decided to include all cases submitted to us in their original form. In addition to the proven best-practice examples, we have included some innovative new ideas from other organisations in the final part of this booklet.

We hope that you enjoy this collection and that it helps to advance exchange on and further the development of as many of the innovative ideas included as possible.

Heinz K. Becker, MEP

Dr. Florian Pomper, Caritas Vienna

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## **SELECTED PROJECTS**



## 1. ((superar)) by ((superar))

Superar is an initiative for music and social change. It was founded 2009 by the Caritas Vienna, the Vienna Concert hall and the Vienna Boys Choir.

Social problem: Cultural and social poverty, wide-spread racism against immigrants, discriminatory education system.

**Goals:** A) Good Music/top ensembles B) A different society where people have equal chances independent of sex, ethnic, religious, linguistic and cultural identity and display solidarity. Equal opportunities in education, participation and access to culture for children of ethnically and/or socially discriminated families.

**Method:** Professional musicians work daily and long term with kids and give concerts where children/families/society come together and enjoy culture and success together. There is no selection, no fees and no pre-requirements for the children/the participating institution.

**Impacts:** Superar has managed to strengthen 600 children/youth between 3 and 30 yrs. of age through daily music classes which makes a growing artistic quality possible. They develop self-confidence, discipline, endurance, respect, team spirit and joy in learning - skills which lead to motivation and success in education and career.

As for the community, this music intervention and the performances create a strong sense of group identity which makes the beauty and power of linguistic, ethnic, religious and other diversities tangible to everyone and forms the basis for a common understanding of how we want our society to be.



## 2. Miteinander Leben by Miteinander Leben

The concept of the project Lagergasse is to provide shared flats for elderly people and people who suffer from mental illness, but also normal flats for families or students in one house. It is the particular concern to offer old and mentally ill people a place to live in the middle of society. Self-determination and social interaction of residents are the two main aspects of the project's goal.

This project offers the perfect starting point for getting old in the middle of society. Flat sharing communities ensure social interaction among our residents, but also allow them to be on their own whenever they want. The freedom of self-determination combined with the feeling of security helps our residents to reinforce their self-confidence. As a result, residents participate in more social activities or go out of the house more often than people who live in a less supportive community.

The complete service structure is primarily based on the modular service system. Every resident can decide which of the additional services he or she wants to use. Another very important part of the mission is to contribute to the fulfilled ageing of our residents. For people who cannot do everything on their own anymore it is sometimes hard to find motivation for various activities. Therefore we plan a voluntary day structure together with our residents, which includes group activities and defined tasks in the house. The results show an increase in confidence as well as respect for others.

When the project started in 2003, assisted living accommodation and especially flat sharing communities for seniors were not really popular. Assisted living facilities for people who suffer from mental illness and seniors together were practically not existent. The idea to build a house where families, students, people who suffer from mental illness and seniors live together and build intergenerational community was and still is an innovation.



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### 3. A buddy near the crib by Arteveldehogeschool University College Ghent

In Flanders, more than one child in ten is born into a family living below the poverty line. Deprivation, high barriers to medical and social care and lack of knowledge have a detrimental effect on pregnancy outcome for mother and child. An adequate prenatal care trajectory and continuity of care through birth and childhood are major factors in reducing these risks.

In the project, students Bachelor in Midwifery and Bachelor in Social Work coach an voluntarily underprivileged family over 18 months during pregnancy and young parenthood in a one-on-one program. The buddy action is situated within the triangle family-buddy-care organizations. It covers five areas, including four with an instrumental dimension (informative, practical, organizational and referral support) and one with a relational dimension (emotional support). By creating the "zero line" in prenatal health care, students connect underprivileged pregnant families with all existing providers and organizations in the first, second and third line. The project has both a social and an educational objective. Underprivileged families in pregnancy are encouraged to improve their situation. The student gets the opportunity to develop competencies that are specifically needed when caring for people in poverty. As future professionals, they act as a multiplier to their colleagues. Students, participants and health care organizations experience the buddy action as very useful.

The buddy project is a new model for fighting early childhood poverty. It derives its strengths from its low threshold (students are easier company for a deprived family, and the barrier to medical and social care is low for a student), from its strong local roots (a network of local players is partnering the project) and its economic rationale (working with students as volunteers is a win-win situation).



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## 4. BlueAssist, Dare to Connect by vzw BlueAssist (NPO)

More autonomy and social inclusion by being able to make an appeal to co-citizens

BlueAssist is a new way of daring to connect amongst citizens. It exists of an icon with a short question ("Can you give a sign for the bus stop Swimming pool? "I'm a bit confused, can you call my daughter to explain her where I am?") which can be shown to passers-by by people who have difficulties in expressing their questions because they cannot read/understand the information or because they cannot formulate an understandable question to a co-citizen. Nowadays these people (intellectual disability, autism spectrum disorders, beginning dementia, brain injuries ...) stay home or have to be accompanied.

BlueAssist gives confidence to the user to ask for help and to the fellow citizen to offer help. This logo has been used in practice and has helped many users to independently do shopping, taking buses or trains and doing other daily activities.

BlueAssist can be used on cards, an app for iPhones and an app on Cloudina for android smart phones.

BlueAssist is a practice that:

- \* gives more autonomy and inclusion for user (cfr. UN treaty)
- \* increases the quality of social services and the quality of life of its clients
- \* reduces the societal costs of institutional care.

BlueAssist is social innovative in its goals and its means. It stimulates appealing to the social capital in order to give dependent people more autonomy and inclusion. It makes use of new technology and carers become coaches.

A new way of governance has been created in order to spread the use of BlueAssist. NPO BlueAssist is founded to spread and to

implement as many "BlueAssists" as possible in Europe and beyond. It is a network of stakeholders who take their responsibilities in achieving common goals eg. institutions, government, public and private services.

BlueAssist has been selected by Innoserv (<http://www.inno-serv.eu/blue-assist>) as a good practice to innovate social services.



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## 5. In beeld by Howest

Psycho-education is often organized in a classical way, by means of books or written text while digital tools such as computers, tablets, smart phones play a central role in the lives of children, teens and young adults. In this project we approach psycho-education through a multimedia view. This innovative view resulted in the site [www.zoalsik.be](http://www.zoalsik.be) ('zoalsik' in Eng: 'likeme') where stories of children, teens and young adults with a disability or disorder are central. The site was launched October 11th 2012 and offers written as well as video material with stories told by and aimed at children, teens and young adults with a disability or disorder. The site however does not only focuses on these youngsters, but also hopes to reach a broader public of youngsters in general and a public of family, friends, educators, class- or study mates, social workers,... The site offers psycho-education for youngsters through contact with companions on the one hand and didactical material about their disability or disorder for a broader public on the other.

His site offers the view point of youngsters with a disability or disorder as a new way to organize psycho-education. Psycho-education is often organized in a classical way, by means of books or written text while digital tools play a central role in the life of youngsters.

## **6. PRIMER by Caritas Sofia**

In Central and Eastern Europe, Roma, in general, have been educated primarily in segregated (i.e. attended by Roma only) or in 'special' schools. This results from the geographical factors (concentration of Roma in ghettos) and on long standing anti-Roma discrimination and institutionalised racism in provision of public services. This system is slowly changing and the project aims at promoting inclusion of Roma children into the mainstreamed education and at providing the higher standard of education in the existing "all-Roma" schools.

The project is part of a long-term commitment of Caritas Bulgaria, launched in 1996, which aims at creating the favorable conditions for social integration of children from ethnic minorities in the village of Banya (Nova Zagora Municipality) and builds on the results achieved.

The PRIMER project develops the models of good policies and practices of inclusive education respecting the Roma culture as well as curriculum program for about 200 Roma children in pre-school, elementary and junior high level.

The local educational model in Banya basis on the specific local conditions and replies the local needs, challenges and opportunities for improving the children access to all levels of school education. The working partnership created with Roma parents, teachers, educational experts, community workers (mostly volunteers) and representatives of local institutions facilitates the participation of all important stakeholders in the process.

Parents-Teachers Associations (PTAs) are organized in order to carry out daily work with families and children in community. This provides an innovative opportunity for parents to be involved and to feel responsible in the solving of the local community problems (not only concerning the education).

Most of the children are trilingual and experience learning difficulties. An individual (innovative) approach is applied to help children adapting to the learning process' requirements.



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## 7. Producing cloth diapers as part of social enterprising in Croatia by Rodin let d.o.o

Rodin let d.o.o produce cloth diapers for babies which are sewn in Zastitna radionica (Varazdin) that employs people with disabilities. Also, all profit that Rodin let d.o.o. generate, we give back to community through our NGO Roda who organize free workshops (about breastfeeding, about natural birth, about safety in children car seats etc.) for everybody who is interested. In the end by promoting cloth diapering we do reduce waste made by disposable diapers.

Above mentioned ways of making business makes us triple level Social Enterprise!

## **8. Social Cohesion and Reconciliation index (SCORE) by Center for Sustainable Peace and Democratic Development (Seed)**

Societies can be divided in many different ways, political or social. Unless societies are reconciled, democratic transition cannot be sustained. This is certainly relevant for divided societies all across Europe and the world.

Governments face a double obstacle to being able to influence such a transition. First, they are often unable to conduct evidence-based advocacy because of a shortage of reliable data. Second, and for the same reason, they have real trouble measuring the impact of their efforts. This is particularly true in the field of peace-building, where concepts such as social cohesion and reconciliation are ill-defined and difficult to measure. In addition, although they are inter-related, most practitioners and researchers have not attempted to combine the principles of Reconciliation and Social cohesion. Our intention is to bring the two concepts together and develop a tool, the Social Cohesion and Reconciliation (SCORE) index, which can address the fundamental information deficit in the reconciliation debate

The SCORE Index is meant to be a real service for local practitioners, donors and decision-makers who seek indicators which could help them adapt their strategies and mobilize their resources more effectively in pre-conflict or post-conflict environments. Ultimately, the SCORE seeks to set the agenda for the development of more scientific intervention and peace strategies.

1. It is unique in bringing together the seemingly different concepts of Reconciliation & Social Cohesion.
2. The tool turns numbers into a story and makes the “incomprehensible” measurable and easy to understand.
3. The project brings together politicians, academics, CSOs & activists in a participatory process.
4. Developed in Cyprus, it aims to have a European, if not global, scope.
5. It will foster exchange of cutting edge social research methodologies.
6. It will help “inform the debate” and bridge the divide between civil society and decision-makers



## **9. Discover Prague in a Different Way! by Discover Prague in a Different Way!**

Homelessness has always been a huge problem mainly in the big cities. Lack of understanding moves these people out of the society, which causes many problems on both sides. We connect these people with the society again by using and highlighting their best skills. To be honest, who knows the streets of the city better than the people who spend there most of their time? Imagine, how many stories they know and all the things they experienced. They are willing to share it with you and they are absolutely enthusiastic about the fact that they get a chance to do something meaningful and become the agents of change.

Pragulic - Discover Prague in a Different Way! is a project which employs the homeless as tour guides. This project was born in March 2012 thanks to the international competition „Social Impact Award“ where we were honoured with Community voting award. Our ultimate goal is to rebrand homelessness by means of a market-driving social business.

We currently employ 5 guides who were carefully selected in cooperation with shelter houses and organizations working with the homeless and went through four-week-long training where they designed their own unique tour based on their personal experience.

In the Czech Republic there are mainly organizations that have a reactive character and provide basic social service for the homeless. We found an activity which no one can do better than the homeless. Our guides show streets they know the best and they share their stories. Thanks to this natural activity they secure their living and at the same time satisfy their social



needs. On the other hand, the tours change the perception of the society as once you take one you will never look at the homeless in the same way.

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## 10. Specialisterne Denmark by Specialist People Foundation

The Specialists is a social enterprise which employs and empowers people with autism by recognizing their unique talents and giving them a meaningful and productive job. They provide services such as software management, data testing and more to leading IT and communication companies. The founder Thorkil Sonne recognized the difficulties people with autism and similar disabilities have finding a job because they lack the social skills needed to interact with colleagues and function at the workplace. On the other hand, individuals with autism often displays characteristics such a mathematical and technological aptitude, excellent concentration skills, a talent for repetitive behavior, an excellent long-term memory and many more. The company was founded with the purpose of create new opportunities for people with autism and similar challenges such as ADHD, ADD, OCD and Tourette's syndrome (invisible disorders). Today the goal is to create one million jobs globally for people with autism and other invisible disorders. The specialist business model comprises three main services. Firstly, an assessment and training programme including an individual assessment where participants clarify their strengths, weaknesses, special aptitudes, capabilities and interests. Secondly an education programme for young adults aged 16 to 24 with autism spectrum disorder. And thirdly a business service programme that helps 40 % of participants who progress to become IT consultants in Specialisterne.

Specialisterne changes the way society perceive autism by transforming autism from a handicap to a competitive advantage. They are a socially innovative company using the characteristics of people with autism as a resource and as a means to help people with autism secure employment. They train, educate and employ people with autism and similar disabilities, and by doing so they rethink the social value a social enterprise can bring the welfare state. The enterprise has expanded its operations to Iceland, Norway, Switzerland, Austria and USA.

## 11. Telehandelshuset Smba by Telehandelshuset Smba

With a social mission that disabled people are a valuable labor resource on an equal footing with others, Connie established in 1995, what is now one of the leading social enterprises in Denmark. Telehandelshuset delivers a full range of quality customer service and telemarketing services and employs and educates blind and visually impaired people. Telehandelshuset operates on market terms without any underlying public support with customers from both the private and public sector and organizations

Telehandelshuset employs the disability group with the lowest employment rate in Denmark and in spite of this fact 6 out of 8 students, who has gone through the companies training, are employed afterwards. The core product of the company is telemarketing, primarily booking of meetings and fund raising for Danish companies and organizations. Telehandelshuset has experienced a significant growth during the last 4 years and expect to be able to triple the number of phoners within the next two years.

Telehandelshusets underlying business concepts, which aim on turning what appears to be a disability into a business asset, by focusing on the resources of the individual. Telehandelshuset has developed a business model that demonstrates a new concept of comprehensive rehabilitation of disabled people, where the outcome is employment. This business model is both scalable and adaptable across sectors and national borders.



## 12. Companies Against HIV

Terve Eesti is a social enterprise that aims to encourage healthy lifestyle among Estonian population. In co-operation with employers they run prevention campaigns and deliver trainings to employees.

In 2007 the coalition "Companies Against HIV" was created. The goal of the Coalition is to help prevent HIV by engaging the private sector.

Through Coalition 13 companies with 8000 employees have been deeply involved in HIV prevention and popularizing the approach in other companies. This has been a key factor. It's not only about the money they invest in trainings, but offering a deeper commitment and an important channel to general public.

By the end of 2012 there were 12 045 people who had participated in the 722 trainings delivered by Terve Eesti. Their feedback was very positive (satisfaction rate of 95%). 250 organizations had had in-house trainings (half of them private companies, also many schools and kindergartens).

During that time the number of new diagnoses of HIV has decreased almost by half. The results of a study by TNS Emor in 2012, commissioned by the coalition, indicated that 41 percent of Estonian people did not believe they or their loved ones could get infected with HIV. As compared to 2010, the number of such people had increased by 14%. Also the number of adults who had had an HIV test increased from 23% to 31% (36% in the population of working age).

Terve Eesti and the coalition have been one of the major players creating that change. Before Terve Eesti started their programs, most of the HIV prevention was targeted to risk groups like drug users. In reality the general population was as much in risk and unaware of it.

HIV prevention has also be traditionally charity based activity. Terve Eesti met with a lot of initial scepticism when they decided to earn revenue for prevention campaigns by offering private companies trainings on healthy behaviour. But after seen that this works, other social enterprises have now set out to copy this model.



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### 13. Rural Design & Entrepreneurship School by Monkey Business

Idea is to offer time, space and permission to ordinary people in rural areas to express themselves, to innovate, to create together, to learn. Link above guides you to a short presentation of the idea.

Today, we have two major challenges in the world; how to think big and how to think differently. There are many wicked challenges that we need to solve in order to survive and do well. But we believe that thinking big and different will be the key.

Our quest is following: How might we bring progressive leadership, design and entrepreneurship education available for everyone in this world and thus improve the creative and entrepreneurial capabilities of people and help build their communities?



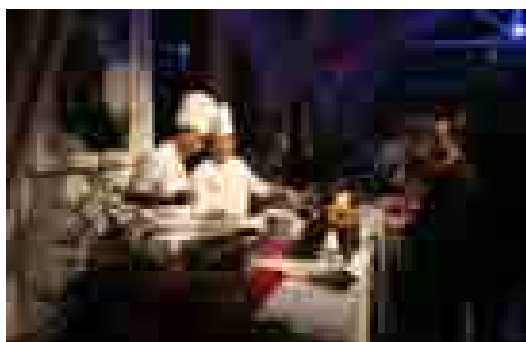
## **14. Té – Traiteur Ethique by Group SOS**

In France, over 3 million people are unemployed, 40% of whom have been unemployed for more than a year. Work integration social enterprises (WISE) meet the needs of those alienated from the labor market and trapped in a “vicious circle of exclusion”.

Té – Traiteur Ethique is a WISE operating in the high-end catering industry, which improves the employability of people structurally excluded from the job market by offering them a job opportunity, training and social support. Our strategy is to build a high value-added and sustainable work integration social enterprise, i.e. a business selling high-end ethical catering services specialized in organic food, while employing people who would otherwise face bleak prospects of ever getting a job. Not only do our employee benefit from a job-oriented training in a high-growth sector, but they also learn to handle regular professional requirements (respect of the rules, team work) and to deal with customers. Additionally, we bring them social support to help them find housing or support them in their health or administrative procedures for instance.

Over the past 12 years, Té – Traiteur Ethique has had a significant impact at the local scale. 500 people have been hired and trained since 2001 that is 60 every year. 79% of our former employees have found a job or have pursued their training after the end of their contract with Té -Traiteur Ethique.

Té – Traiteur Ethique's success lies in its uniqueness in the WISE landscape: our activity in the high-end catering industry has a high value-added compared to other sectors in which WISE usually operate. Besides our social commitment, we have opted for a comprehensive approach to sustainable development: environmentally-friendly production methods and equipment; organic fair trade products. This alternative model, which has a proven track-record, shows that an enterprise can generate a dynamic economic activity while having a strong social and environmental impact .



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## 15. Mom'artre by Mom'artre

The Môm'artre network creates new kinds of spaces for after-school childcare, helping children to develop mainly through art. It is a network of associations with eight childcare centres, in Paris and French cities such as Arles and Nimes. These centres adapt to the incomes and work schedules of disadvantaged families and ensure a diverse mix of social stratification. The ideas underlying the philosophy of the Môm'artre network are:

- Opening childcare centres with schedules adapted to urban environments (open until 8 pm, for instance), primarily to accommodate low-income families and single parents.
- Offering a variable fee structure depending on the family's income (from 10cts/h to a maximum of 8€/h).
- Proposing a full-service offer focused on children's fulfillment after school. (Organization of after-school snacks, homework and artistic activities, neighborhood events and gatherings on weekends).
- Employing struggling artists to create jobs and provide access to art and culture.
- Developing job training for parents in difficulty.

- Response to new needs:

- (1) Opening hours ease conciliation of work and family life;
- (2) Variable fee structure to address families with low income

- Network approach and proximity:

Each centre works with Mom'artre headquarters and also builds partnerships at the local level with other associations, public authorities as well as private companies

- Art:

Job opportunities and community based art education (for children and indirectly for parents)

## 16. “Stromspar-Check” by Deutscher Caritasverband e.V.

“Energy-savings check” is a project of the German Caritas Association (DCV) and the German Federal Association of Energy and Climate Protection Agencies (eaD). It consists of free advice for low-income households by qualified long-term unemployed people on how to save energy at home. Consequently, this sustainable project effectively combines policies of employment, social and environmental policies.

Between December 2008 and June 2012, there have been about 79,000 checks in low-income households of about 100 cities and municipalities. On average, the households saved about 100 Euro in the first year and about 750 Euro on a more long-term basis.

Since public authorities in Germany pay for the heating and domestic hot water of these low-income households, they save money if the consumption is reduced. Public authorities saved about 222 Euro per check and, in total, about 16 million Euro. Up to June 2012, there has been a reduction of about 150.000t CO2 emissions. So far, some 2500 long-term unemployed persons have gained qualifications as energy and water saving experts. The “German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety” has financed a large part within its climate protection programme “Nationale Klimaschutz-Initiative”.

On 19th of June 2012 the project won the Sustainable Energy Europe Award (SEE) in the category “consuming”.

7. Innovative character (max. 500 characters)

The innovative character of this project consists in the fact that it effectively combines policies of employment, social and environmental policies and that all participating parties and the environment largely benefit from it. It simultaneously addresses several of the most urgent current social problems, such as energy poverty, high unemployment and climate change while at the same time being cost-neutral for public authorities.



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## 17. Neighborhood Mothers by Diakonisches Werk Berlin Mitte e.V.

Kreuzberg's „neighborhood mothers“, mostly volunteers out of local groups of migrants that underwent 6 months training, are dealing with a wide range of topics such as health promotion, language support, education and child protection. As a low-threshold service – neighborhood mothers are easily identifiable by a red scarf in order to get directly addressed on the street – the project attempts to establish informal support networks and trust by building bridges among (multicultural) communities and authorities. If requested, neighborhood mothers consult families by regular home visits free of charge, informing about and offering a bundle of outreach services for migrant families. Families, using the offer, are addressed as neighbors and community members – instead of bearers of multiple (social) problems. What differentiates the neighborhood mothers most from professional services is its trust-based peer-to-peer approach. The project, successful in integration work, may be also a springboard to the labor market: neighborhood mothers can combine their voluntary work with a professional training in order to become an assistant for intercultural family care.

“Neighborhood mothers” are intercultural mediators and mentors helping immigrant families. They bridge gaps – both pragmatically and symbolically – between authorities and services on the one, and the life-worlds of the migrants on the other side. The innovative approach is strictly resource-oriented and neighborhood-related. Neighborhood mothers' services are “family-minded”, including not only individual users but people with their respective links to their families and communities.

## 18. Job Explorer by Friedrichshain-Kreuzberger Unternehmerverein e.V.

The “job explorer” project aims at the creation of interactive and long-lasting relations between schools, pupils and local enterprises by paving new ways in job orientation. A multiphase concept introduces children aged 13 to 17 stepwise to the working world, starting already three years before they finish school. Confronting pupils at an early stage with different jobs and vocational training schemes makes up the core of the project’s concept. The aim is to reduce pupil’s distance from the world of (paid) work through consecutive phases of discovering, learning and personal encounters. Young people are not perceived as “the unemployed of the future”. Instead, mutual prejudices should be eliminated, e.g. those the pupils have towards employment in general and, likewise, prejudices employers have towards children that (often) belong to less educated homes of long-term unemployed. Thereby, local employers play a pivotal role by co-addressing young people as future employees. Enterprises searching for trainees appreciate support to improve their working relations to schools. In turn, schools benefit from a first-hand presentation of challenges of the world of labor.

The “job explorer” builds networks between schools, pupils and enterprises. By doing so, former routines of obligatory traineeships that quite often represent merely a desultory attempt to bring school children closer to the job market can be overcome. Instead, “job explorer” invites young people to discover a certain job practically, while local companies have the opportunity to voice their specific demands on career starters – in schools and at the workplace.

## **19. Eltern - AG by MAPP Empowerment GmbH**

The Eltern-AG - empowerment program aims at coaching parents from disadvantaged backgrounds to prepare them for educating and caring for their children effectively.

The intervention happens at a very early child age. The organization is most effective in reaching the 'hard-to-reach' target groups that alternative providers have had difficulties to address (single parents, parents with immigrant background, etc.). It has designed a coaching program that fundamentally builds on the interests, the involvement and the capabilities of the parents, which decide individually and freely on their participation (empowerment).

By applying a bottom-up, low-threshold approach the organization succeeds in building trust in participants that enables intense and effective collaboration. The approach integrates the current findings of neuroscience, developmental psychology and social education and is being evaluated constantly on a scientific basis.

The intervention is highly preventative, since it helps avoiding the emergence of family problems before they occur. Thereby it ensures a conflict-free upbringing and education of the children. This is important, since early childhood and youth experiences have a high impact on the future development of people.

- Access to 'hard-to-reach' target groups:

Project is realised within the target group's local communities

- User focus and empowerment:

Focus on the parents' abilities

- Initiation of self-help network structures:

Parents meet each other regularly as a self-organised and locally embedded group after the program has officially ended.

- Scaling by cooperating with welfare organizations:

Employees of established welfare organisations are offered vocational training to become mentors

- Research-based evaluation:

Constant scientific evaluation of the program's effectiveness.

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**<http://www.eltern-ag.de/elternag/startseite>**

## 20. VerA by Senior Experts Service - SES

In Germany, 20% of youths drop out of vocational training. The initiative - started in 2008- aims at the support of trainees in difficulties in their vocational training either due to personal problems, problems with the employer or with the training content. At their initiative they are brought together with a senior voluntary expert who has both- professional and life experience and who is systematically prepared for the task. Once matched up both partners agree on goals to be achieved. Tutors help trainees in practical aspects of the vocational training, preparing them for exams, overcome language barriers and also promote social competence and the motivation to learn. The partnership "Tandem" can last up to 12 months. Since 2008 3600 trainees have asked for support. The project is funded by the German Federal Ministry for Education and Research under a programme which aims at the school to training transition of young people.

Due to the young person's initiative the trainee is the driver and owner of the relationship. The agreement of goals is tailored to the young person's need and not restricted by formal agendas. The senior experts on the other hand feel strengthened to use and transfer their knowledge and capacities to persons they would otherwise never have met. As the experts work voluntarily the cost of the project is comparatively low.



Contact person: Nora Ludwig SES

[www.vera.ses-bonn.de](http://www.vera.ses-bonn.de)

## 21. HomeBase Project by HomeBase Service

HomeBase Service connects artists and leaders to innovate decision making processes, investigating around complex issues in society through artistic research.

We investigate around the complex issues that we face today. Recognizing the limitation of quantitative research we seek to create an authentic, inspiring qualitative experience to complete the picture. What makes us unique is the artistic research for non-measurable information in complex decision making processes. We equip European, national and local authority leaders, foundation officials, nonprofit executives, bank directors, pension fund managers, real estate developers, etc. to utilize the tools of artistic research and social investigation.

The topics we focus on are based around situations in everyday living, social change, identity, belonging, and sustainable approaches. More specific examples can be around integration, co-working, emancipation, literacy, wealth, home, mobility, health, understanding, language, urban change, integration, diversity, and education.

How does HomeBase Service work?

Firstly, the HomeBase Team works together with a client to formulate the leading question of this research. Once the question is formed, the client is paired with a HomeBase Artist-in-Residency program to work for three months with 10-20 international artists from diverse artistic and social innovation practices who reside at 'home' the site specific HomeBase LAB. The Team works together with the Artists and the Client to undergo a three month creative and participatory process exploring the topic together. Artists explore on site at the clients organization or local context and gain insights through individual and collaborative artistic research. The outcome is an experience of this research is a process undergone together, through regular encounters of client and artist. It culminates in an innovative, site-specific, public exhibition/festival and celebration for all around to learn and enjoy.

The HomeBase Service unleashes the power of art and artist in social change and creates a facilitated environment for the leaders in society to be enlightened with ground-breaking ideas and innovative forms.



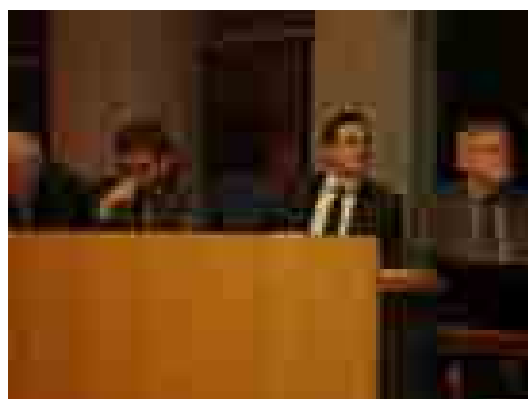
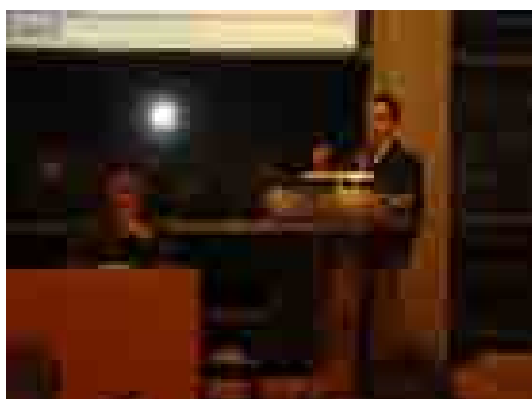
Contact person: Bas Kools

<http://homebaseservice.org>

## 22. Social Economy Days by Action Group for Social Economy

"Social Economy Days" are organized by the Action Group for Social Economy and local authorities, major Social Economy stakeholders or groups of active citizens all around Greece since the end of 2012. The introduction of a new law dedicated to Social Economy and Social Entrepreneurship in parallel to the European Commission's support on building a sustainable social business sector in Greece is coupled by tailor-made actions undertaken by the Social Economy Action Group for informing and mobilizing the general public, local administration, those excluded by the labor market and investors. Information asymmetries are intense and expertise generated at the Commission's Social Business Initiative dedicated GECES group doesn't always reach those who would be most benefited by a thriving third sector. By providing free, open-access, collaborative and high-quality expertise, triggering public deliberation and indicating optimal methods of local employment development, Social Economy Days contribute to the deployment of in-house expertise for local administration authorities, contribute to the differentiation of information sources for the general public and voice the vision of Social Economy in Greece.

The Action Group for Social Economy is a very active Greek Social Cooperative Enterprise, combining solid voluntary commitments and the targeted business-oriented actions that trigger public and private investments at the local level, with great emphasis on open-participation, a tailor-made approach which focus on the plethora of competitive advantages inherent in the Greek "topos" (the locality and its people) and a dedicated European character.



## **23. Izlelo Restaurant by Kek Madar Foundation**

The employment rate of people with disabilities in Hungary is outstandingly low: 9%. In 2008, there were 66, 000 people with disabilities employed in jobs supported by state subsidies and 42,000 registered as job-seekers. Most existing employment models for disabled people only function thanks to state subsidies, but the products manufactured and services offered are often not marketable. Kék Madár, has implemented a social enterprise that offers jobs to people with disabilities where they can actually create value that meets existing market demand, enabling the long-term sustainability of the enterprise and thus their jobs. Izlelo is the first restaurant in Hungary, which provides skill training and permanent employment to people with disabilities. It currently employs 13 beneficiaries and has already helped place another 7 in the open job market. Its high-quality services are rewarded by a loyal clientele whose needs Kék Madár continuously seeks to meet and have been recognized with numerous awards. The restaurant is currently expanding its seating capacity 4-fold and is planning to replicate its model within Hungary in 3-5 other locations within 5 years, aiming to train and employ an additional 150 disabled beneficiaries

Izlelo is the first restaurant in Hungary that employs people with disabilities in a sustainable manner. The combination of high quality food and services with the social mission has proved to be a very attractive and competitive proposition, even in a small town (30,000 inhabitants). Izlelo is a model of true integration, where disabled staff interacts with customers every day, differentiating it from many workshop type models, where disabled beneficiaries work in sheltered or isolated environments. In addition, thanks to the training they received at Izlelo, 7 disabled staff members were able to find jobs in other enterprises.



Contact person: Andrea Meszaros

[www.kek-madar.hu](http://www.kek-madar.hu)

## **24. WAM© & Distance Travelled Monitoring System by Speedpak Limited**

Speedpak is a social enterprise with 3 commercial businesses providing work experience and training to long-term unemployed people who experience social exclusion or who are living in disadvantaged areas. Unemployment is a major social problem with a considerably wider reach since the economic downturn. It results in an enormous cost to society from an individual, community and economic perspective. Our Vision is to get people back to work through business. We improve the employability of long term unemployed people by providing real work experience, accredited workplace training, mentoring and supports in a commercial environment. We use workplace learning as the foundation to achieve an educational qualification so that people who left school early can reach their potential. By fusing work and learning we provide a skilled pool of labor in the community. Our primary focus is on capturing existing learning rather than delivering new training. This symbiotic relationship of work and learning enhances the worker and the workplace. Our Workplace Accreditation Model (WAM©) makes educational qualification at work a real possibility. By using existing resources and having onsite training, it is an ideal upskilling model where resources are limited. Together with our Distance Travelled Monitoring System©, our programme is an evidence-based measurable and cutting edge intervention.

Our WAM© approach is transferable and scalable. It can be adapted to any organization to upskill adults with low formal education. Many early school leavers have negative learning experiences. Capturing existing learning that has been gained at work gives a sense of achievement and confidence. In tandem we developed a monitoring system to capture the “Distance Travelled” by participants. Our rating system comprises 5 Arenas with an overall total of 45 items taking account of the level of Knowledge, skills and abilities and well as behaviors and attitudes.



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[www.speedpak.ie](http://www.speedpak.ie)



## 25. Luce è Libertà by Fondazione di Comunità di Messina

The project has been created in order to promote the social reintegration of 56 people interned in a Psychiatric Jail, using the personal budget, the so called “empowerment capital”, provided to each of them by public authorities (equal to the cost for one year in a therapeutic centre) for their reinsertion in society.

During the first presentation and sharing of the project, carried out inside the Psychiatric Jail, interned people understood that a cooperative behavior in the management of the empowerment capital and its productive reinvestment could bring lasting economic income to support long-term projects for their social and job inclusion. The group decided therefore to club together their individual “empowerment capitals” through the Community Foundation of Messina that invested them in renewable energy plants.

The revenue coming from the production of energy (thanks to the subsidized fare guaranteed by the state) will support the 20-year cost of the welfare for the interned people, by financing the development of social enterprises that can ensure the stability and quality of their social and job reintegration. At 31/12/2012 all the photovoltaic plants in the program were put in place, for a total of 1.133 Kwp.

As for the reintegration process, 43 are the present beneficiaries, and 19 of them are already working, 7 are retired, 3 are doing training courses and 4 are participating in social projects aimed at their job reintegration.

## 26. The Kumpania - Intercultural Gastronomic Journey by La Kumpania srl Social Enterprise

La Kumpania - Intercultural Gastronomic Journeys - is an intercultural project that involves a group of jobless Roma and Italian women with problems of cultural and social inclusion through activities that encourage the group life and answer for individual needs as well. The aim is to develop an entrepreneurial activity in the field of cookery in the neighborhood of Naples, Scampia, an area that embodies features strongly illustrative of global modernity: a metropolitan periphery, where the residents are predominantly young, there's a large drug market in which the complex organization of illegal labor is favored by the lack of opportunities for training and work, where the social conflict is expressed more through closure and isolation than acts of open rebellion - and it is a shared territory between the Italian and the Roma communities, both having migrated there relatively recently. The women involved are young mothers with excellent organizational abilities which are used daily to take care of their families and organize their household budget. Besides sharing a destiny of exclusion from society, isolation and ignorance of their own abilities, these women are put at an unfair disadvantage compared with men of the same condition. Cookery is a common language and a powerful "space" of encounter between Roma and Italian women, and gives the chance to develop economy by the establishment of a commercial and social enterprise.

The project involves 12 women, aged between 17 and 35 years that have built the first social enterprise made by Roma and Italian in Italy. It provides also an innovative and successful answer for the questions of social and economical inclusion, it focuses on the situation of women by fostering intercultural understanding and process of emancipation in a multicultural context, between Roma and Italian communities, who share the same difficulties.

The gastronomic heritage of Roma and Italian has succeeded to break down negative stereotypes and mutual prejudices, and consider diversity an asset for the whole community and the whole territory.



## 27. MAMMU – helping stay-at-home mothers by MAMMU

Rather often families in Latvia cannot enroll their children into a kindergarten, as the number of places available is limited. If they cannot afford to hire a nanny, a full time job for both of the parents is often not an option. The state childcare benefits are often so small that they don't constitute as a meaningful input into a family's budget or in the case of single mothers, render them to a situation where they have to survive on an income way below the minimum subsistence level.

Providing stay-at-home mothers with flexible working hours is both ends and means of the business activity of MAMMU. MAMMU organizes their training, teaches them skills required for the production of MAMMU wares and provides them with information needed for setting up their own micro-enterprises for production. MAMMU provides these women with materials needed for production and the mothers can make the products at home when convenient for them and their children. Finally, MAMMU buys the finished wares off of the mothers.



Since its founding, numerous families have benefitted from the mother being able to work with MAMMU.

It is innovative , since usually one would try to solve this problem via a charity or the state and not through the private sector. Besides helping mothers it also draws attention to fair labor conditions to textile workers all over the world.



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## 28. "Safety Button" by The Samaritan Association of Latvia

In a case of chronic (as asthma) or acute (as stroke) illnesses, in a case of trauma or when people are getting old, some deviations occur from people's self-care ability scale. The feeling of fear, anxiety and knowing that you are not able to take care of yourself increases the inability of self-care. In most cases this leads people to care center. „Safety button”, by using a specialized technology, provides an opportunity to communicate with care specialists every 24 hours in a very easy way. It provides an opportunity to get a personal contact (when you call, the care specialist sees who you are and knows about your problems), it also provides an opportunity to call help – „Safety button” service or other specialized services – which is needed in every individual case. The mission of „Safety button” is to provide a possibility to get well worthy or to get old in security and at home.

In Latvia LSA is the only organization providing “Safety button” service. Considering that there is a limited capacity of social services, LSA has introduced full capacity of services. Unlike other providers, LSA provides an opportunity to communicate with specialists; also it organizes an event team, spare key service and emergency care service. “Safety button” service is available throughout the country (approx. 450 clients in all the territory of Latvia currently), it can be co-financed by municipal Social service or paid by private finances. LSA has created public electronic tool that evaluates if “Safety button” service is needed. The tool received the prize of the year from LIKTA.



## 29. World NGO - Day by World NGO - Day

The International Day of Non-Governmental, Non-Profit and Civil Society Organizations (World NGO Day) is a global initiative whose mission and aims are to secure the passing of a UN General Assembly resolution to establish this as an international day. This would be held on the same calendar day every year, in recognition of the valuable work these organizations have done – and continue to do – around the world.

For the purpose of this day, the term NGO will be used to encompass all Non-Profit Organizations (NPOs), Civil Society Organizations (CSOs), and other types of organization within the third sector. The Initiative is focused on NGOs which support the UN and other international human right principles, and do not cultivate or promote illegal activities.

The establishment of an official date for World NGO Day would be:

- An opportunity for education enabling individuals worldwide to understand more clearly what NGOs are doing for society locally, nationally and internationally
- An opportunity for individuals to learn more about the people behind NGOs
- An international symbol that displays the efforts and achievements of all NGOs from all sectors
- An opportunity to inspire people to consider a career within the third sector
- A platform for NGOs around the globe to share knowledge and experiences with one another
- An opportunity for NGOs to discuss the issues that affect their work and form partnerships to resolve these

### 30. UNDP experience by UNDP

Since 1992, UNDP and the Government of Lithuania have been working together to tackle economic, social, environmental and governance challenges during the country's transition, and its move towards European Union (EU) accession.

After Lithuania joined the EU in 2004, it became a donor country as well as a beneficiary of EU structural financial assistance. United Nations Development Programme (UNDP) completed its programme cycle, and at the request of the government, in 2005 was transformed into a UNDP Project

Office, gradually embarking on a new business model based on partnerships in a fully non-core environment, i.e. without financial support from UNDP. By gathering together different national partners UNDP was able to initiate and implement innovative and significant approaches to social inclusion, learning from practical thematic experience and responsible business promotion initiatives, solutions and models, which could serve as examples of good practice within the country and the region.

The aim of the publication "Social Innovations through New Partnerships: UNDP Experience in Lithuania 2006-2012" is to review UNDP's engagement in a new EU member states with a view to informing and widely disseminating experience, lessons learned and recommendations that may be useful for other middle income countries, including those seeking further integration into Europe. The publication has been prepared as an analytical review, undertaken by an external consultant, of the initiatives that have been carried out by UNDP with its partners from 2006-2012 rather than a comprehensive evaluation.

### **31. FOGAFLEX & QUALIFLEX by Caritas Luxembourg**

The project was part of the answer how to conciliate family and professional life – a fundamental question that was necessary to answer in the context of the Lisbon-strategy and later presented in the Barcelona targets.

The solution was to design more flexible childcare structures than the existing ones in Luxembourg. The Ministry of Family, responsible for ECEC (early childhood education and care) in Luxembourg, as a member of the project, used the project as laboratory and implemented these new structures in 2005. Today more than 200 structures are operated with this concept in Luxembourg.

What was particularly interesting for the Ministry of Employment was the reintegration of low qualified workers in childcare. The project had big success. Our Training is the gate to a new job - the first step. Participants are on the way of lifelong Learning.

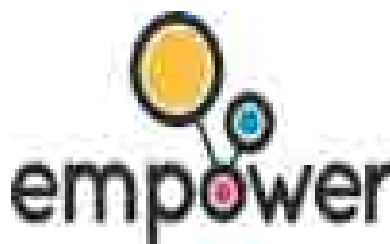


- Reintegration of low qualified persons in the labor market ( sector childhood education and care)
- Development of new childcare structures (more flexible) to improve conciliation of professional and family life
- Conciliation of professional and family life
- Reintegration of women in the labor market
- Reintegration of men in the educational sector (“men in childcare”)

## **32. Empower by Empower Co-operative Ltd.**

Empower was created with the aim of providing job opportunities for persons who are often excluded from the workforce. Adults and adolescents with learning or intellectual disabilities have a lot of potential which is under-utilized by society.

Empower's aim is to find ways of 'empowering' these individuals to become more independent by identifying their aptitudes, organizing training for them and acting to facilitate their employment with third party groups. Integrating people into society and giving them a productive activity that allows them to generate income for themselves increases their financial independence, moving away from unemployment and dependency on family or state.



Indeed financial independence comes with gainful employment. However, Empower's aims extend further by training its employees for several months under a partnership with Inspire and the Employment and Training Centre (ETC). According to The National Action Plan for inclusion 2004 – 2006, 'One of the issues related to employment that arise in terms of social inclusion is the need to improve the skills of the unemployed'.

At the start of training, the trainee would be assessed to identify the areas that require working on and the skills already present that could be applied to job tasks. Following the assessment, trainees undergo job skills training in disciplines like basic administration or food handling. Training involves the enhancement of a wide range of social skills, the teaching of the value of money and respect for superiors. Such training enhances their independent living skills, occupational skills and provides them with the tools they need to cope and flourish in a working environment.

Empower trains its future employees under a partnership with Inspire, the foundation for Inclusion and The Employment and Training Centre (ETC). Thus the employees are trained for around 11 months by tutors that are expert in the field of disability. Trainees are assessed at the start of their training and at the end to accurately identify their potential and key skills areas. Throughout the 11 months of training, trainees work on various areas such as employability skills (focusing on work experience, understanding the role of an employee, organizational values etc), personal development (encompassing the traits we are to adopt on a personal level relating to employment) and other compensatory education skills such as money handling, time management, reading of contracts etc.



### **33. Neighborhood Care by Buurtzorg**

Buurtzorg (“neighborhood care”) is an innovative approach to deliver home care. The Dutch health care system is facing great challenges: a growing elderly population, rising costs and lack of staff. A need for efficiency in the care sector has resulted in home care organizing becoming very bureaucratic, fragmented and ineffective. Clients deal with many different nurses, which leads to less personalized patient care.

Buurtzorg originated in 2006 out of dissatisfaction with this trend. The organization is professionally steered and organized in decentralized teams, scaled down to neighborhoods' and general practitioners. Small self-managing teams consisting of a maximum of twelve professional nurses deliver care at Buurtzorg. An average team supports between 40 and 60 clients at a time.

Buurtzorg aims to keep organizational costs as low as possible, partially by keeping the organization 'lean' and using ICT for the planning and registration of care. The organization is built on principles of self organization; the care teams are self-steering with local and regional coaches who offer support when needed and a national back office that works as a help desk and that takes care of administration. Buurtzorg grew very quickly over the last few years and now has about 450 local teams and over 5000 employees.

Buurtzorg Netherlands has developed an innovative solution for home care. Better and more effective care solutions for the client are the result. The small autonomous neighborhood care teams ensure that the competencies of highly educated nurses and caretakers are optimally used. With modern ICT applications Buurtzorg keeps the administrative costs to a minimum. In short, better care at lower costs. The project also serves as a revaluation for the profession of nurse.



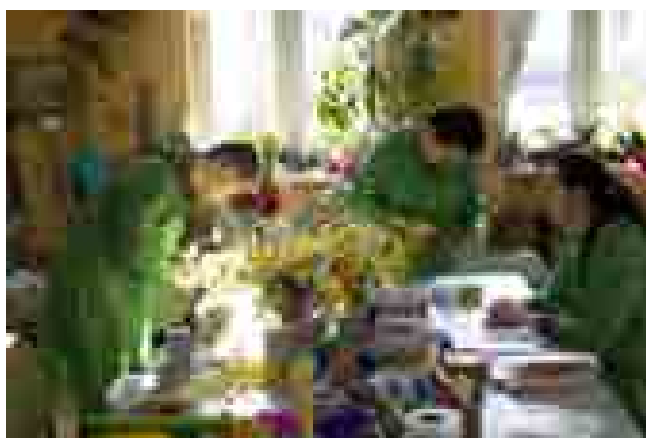
**Contact person: Nina Koopman**

**[www.buurtzorg.nl](http://www.buurtzorg.nl)**

### 34. Innovative activation model for Occupational Therapy Workshops participants by Association For Social Cooperatives

Occupational Therapy Workshops (Warsztaty Terapii Zajęciowej) are supposed to be institutions where people with disabilities get new skills and social competences, which can help them in finding a job and in being independent. In reality, the time spent in the occupational therapy workshops takes often several years and the employability of the participants is very low. The goal of the project is to create new work opportunities adjusted to the needs of this group. The goal is being achieved by encouraging occupational therapy workshops to create social cooperatives which will be independent profitable social enterprises working in different fields and employing former participants of therapy workshops. The project is financed by European Social Fund. One of the social cooperatives which has been created with the support of the Association for Social Cooperatives employs former participants of therapy workshops and produces clothing for people with disabilities. The initiative has got positive impact not only on the economical and social situation of former participants of occupational therapy workshops and their families, but also on the situation of other people with disabilities and on the local community.

Social economy solutions for improving the situation of participants of occupational therapy workshops are new in Poland. The idea of the project is based on new way of thinking about people with disabilities, especially with learning disabilities. Social cooperative can give them possibility to use and improve their professional skills and get independent. What is important is that occupational therapy workshops, local NGOs and local authorities are treated as partners and are involved in planning and creating social cooperatives.



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### 35. Building partnerships for entrepreneurship to eradicate poverty by Barka Foundation of Mutual Help

With the breakdown of the communist system in 1989, many people had difficulties adapting to a new democratic reality which led to an increase of poverty, unemployment and addictions and caused a number of individuals to find themselves in extremely difficult situations. Many people approaching Barka (5000 individuals yearly) have a low level of education and no work skills (52% of society). 24 years ago Barka started to create a network of self-sufficient communities based on organic farms (quasi social cooperatives). During 2000-2004 in partnership with the government, Barka was involved in creating a legal system on social economy in Poland. With the support of this new legal system, over 200 Centers of Social Integration and 400 social cooperatives have been established in Poland. Barka recognises and helps develop the potential of the socially excluded individuals and also enables those who have successfully overcome their social problems to support others in need, following the philosophy of mutual help. 5 years ago Barka developed its franchises in Africa as well as the UK, the Netherlands, Ireland and Germany to support vulnerable migrants. In the last 5 years over 3500 stranded migrants were reconnected with families or with Barka Communities. Many Barka 'leaders' (formerly homeless and addicted) managed to fully overcome their problems and establish successful organizations and social enterprises. Education is provided by Barka Network to upgrade their leadership skills.

Barka rehabilitates the excluded individuals socially and vocationally through a community, education and entrepreneurship. Barka promotes this approach by developing public-private partnerships in Poland and abroad. Currently Barka is in the process of establishing a Regional Centre of Solidarity Economy with a number of partners. The Centre will be in charge of social, economic and infrastructural regeneration and will influence regional and state policies.



### 36. Prove by Prove

PROVE is an inter-territorial co-operation project between eight Local Action Groups located around Portugal that provide continuity to the experience and methodology developed as part of the IC EQUAL initiative which is intended to resolve issues related to the marketing of local products and to take advantage of the proximity of producers and consumers in peri-urban areas. It aims to promote new forms of short marketing chains between small producers and consumers thereby i) helping producers sell their produce, directly and immediately obtaining a fair price for their work, while ii) consumers receive high quality products and have direct contact with producers. Therefore the Prove contributes to the development of new income sources for farmers through the diversification of farm activities, such as teaching, tourism and cultural activities and create networks for product and/or production method innovation. Prove has 11 distribution points across the country, 34 producers involved with 115 acres of agricultural land covered, 239 regular consumers, 259 baskets traded per week, corresponding to 2.3 tones of product traded per week.

This method ensures knowledge transfer and the dissemination of best practices between producers, consumers and partners. A local approach encourages participation and initiative among local stakeholders and there is an allocation of responsibilities and authority in order to encourage the local trading of quality local products and services.



### 37. Ajudaris by Histórias da Ajudaris

The Ajudaris is a Private Institution of Social Solidarity (IPSS) which was founded in 2008 by a group of volunteers with the goal to develop more regular, organized, efficient and multidisciplinary responses to the needs of the communities. This institution promotes a diverse range of social activities, with the goal of fighting persistent poverty and new types of social exclusion. It also collaborates with the private and the public institutions through the creation of cooperation networks. The Histórias from Ajudaris aims to promote the proximity of children to books and it arose from the need to stimulate the reading and writing in children in an innovative way. It consists in a book whose authors are the children that write for children from 3 to 12. The teachers and their classes develop, in a participative way, a tale around a specific topic each year. In this way, the tales are made by more than 5000 children in 41 schools and then they are revised by the University of Porto and illustrated by the best national illustrators. Subsequently, the book is presented in a ceremony that involves around 700 people, including children, their family and teachers. In this ceremony the children are truly recognized as authors, giving autographs and presenting the book. The Histórias is then sold in scholar communities throughout Portugal. The last edition was also distributed in the written newspapers.

The Histórias from Ajudaris gives the opportunity to develop the children's writing and reading skills in a natural and spontaneous way and empowers parents and professors to continue to stimulate these habits in the children.



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<http://site.ajudaris.org/>

### **38. Audiobooks in DAISY by Travelling Book Foundation**

Of Romania's 5,300 libraries and bookstores, only a few offer disability-friendly technology to meet the needs of approximately 90,000 visually-impaired citizens. At the same time, there is very low availability of audio books, which the visually-impaired need to gain access to literature and professional material. Cartea Calatoare Foundation (FCC) from Focsani, Romania, founded a social enterprise that produces audio books in DAISY (Digital Accessible Information System) format for the blind and sight impaired. FCC is significantly expanding its current selection of feature-rich, navigable recordings targeting public libraries and individuals. The enterprise sells the DAISY books and DAISY book readers to public libraries, which are required by law to accommodate visually impaired readers. To date, FCC has recorded and produced over 150 titles in DAISY format, which reached over 700 persons with visual impairment.

Key to a successful scaling of this social enterprise will be if the Romanian Government decides to recognize the DAISY reader as a device that is needed by people with sight disabilities and begins to subsidize its purchase price (as is the case for wheelchairs for example). FCC is working hard with other partners to lobby the government to adopt this legislation.

As compared to an audio book which is a linear recording with no or limited reader-controlled features, a book in DAISY format is designed to be used as any regular book would: control of the reading speed, browsing by page and by paragraph, highlight tools and bookmarks. The social enterprise developed by FCC introduced the DAISY system in Romania, thus making books, information, education and social inclusion accessible for persons with visual imparities. The DAISY technology is used to solve a social problem in an innovative and concrete manner: persons with visual imparities have full access to information, may it be classical literature and specialized books.



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<http://www.cartidaisy.ro>

### **39. Oil Partner by Oil Partner**

Oil Partner is a unique automobile service company that, without appointment, at a competitive price and very quickly performs basic service maintenance on cars. The first quick-oil-change service station, Oil Partner Company, was opened in Bratislava in 2001. Nowadays, three stations are in service.

Oil Partner company aims to create a network of service stations in the larger cities of Slovakia and neighboring countries. It remains unique, not only in Slovakia, but in Europe in the type of service it offers.

The Oil Partner service station offers a drive-in service for all regular car maintenance: motor oil and filter change, transmission oil check and top-up; check and top-up of all fluids, brake pad renewal, air condition renewal, etc. Without an appointment, a customer can get a full service in about 15 minutes. The initiative is also socially inclusive as all stations provide jobs for young men coming off drug addiction.

For oil change, the two Oil Partner stations dispose of the used oil in an ecologically friendly way by recycling it for fuel used in cement kilns, thus reducing their need for fuel oil or natural gas in the process. About 60 000 liters per year are sold to a company that collects and sells used oil to cement kilns as fuel. At the same time, it generates revenues for children's programs in Africa as well as provides jobs for young men recovering from drug addiction.

## 40. Our kindergarten by Kindergarten, Hrebendova, Kosice

Lunik IX, a borough in the city of Kosice, is known as the biggest Roma ghetto in the urban environment in Slovakia. The population counts some 7 000 people, the living standards are extremely low, the services as water, gas or electricity is cut off, as due to extreme poverty, the most of the inhabitants are not paying the fee for rent or utilities. Only few people are having played job, unemployment is a common. The civic participation is minimal, civil services are almost not provided. The situation in the Lunik IX is in general considered to be one of the biggest social problems in the whole country. The educational system in Slovakia is missing the element of inclusion and kids coming from the marginalized Roma communities are in the most cases left out (e.g. the common language used in the Roma communities is in the most cases the Romany language, the kids starting the elementary schools are not able to follow the education provided in Slovak language). The provision of pre-school education is considered to be one of the key preconditions of further inclusion of marginalized Roma. However, despite the evidenced importance of pre-school education, the system of pre-school education in the environment of marginalized Roma communities is still facing number of challenges, among which the most serious are parents' abilities to pay for the pre-school education, the school attendance, the willingness of parents to cooperate with the kindergarten or enrolment of the kids to the kindergarten.

In general one can say that the kindergarten is a normal and standard kindergarten. The only difference is that the kindergarten is operating in an abnormal environment and despite it is achieving great results comparable (if not better) with other kindergartens in the country.

One of the reasons behind that is an involvement of parents to the educational process and activities of the kindergarten.

Only income of most of the parents in the borough is a social benefit. According the Slovak legislation, the small contribution to the social benefit may be an involvement through so called "activation work", which is a work for a community in a scope of 20 hours per week. The income is some 60 Euros per month.

Kindergarten successfully combined the involvement of parents to the educational process with the economic motivation of having a small income through the activation work and created some 30 activation places in the kindergarten. The places are opened only for those parents whose kids are attending the kindergarten. The increased income allows parents to pay for the education (the cost is some 15 Euros/month) and keep their kids in the school.



## 41. Impact Tourism by Factory of sustainable tourism GoodPlace, Brez dobička d.o.o.

Travel industry can be also understood as a distribution channel for ideas of cooperation and social innovation. Tourists are more and more eager to connect with people and learn about reality of their chosen destination. Further more they are even eager to get involved in daily life or into social structure and activities of a visited place.

One of such groups is incentive for companies. Bigger companies have their CSR programs and according to them they need to implement elements of sustainability, corporate responsibility into all steps of their activities.

Incentive travels which they organize for their staff or partners must therefore follow the same guidelines. On the other hand the initiative and workspace of NGO-s and social companies base their activities on solving real social or environmental problems. There is a space for connecting the interest of a travel sector with real social needs of a destination. Connecting them is bringing positive benefits to both parties.

With that in mind we are developing social tourism product. In certain destination we identify bodies that are solving one of the key issues of a destination (social, environmental...) - Brez dobička d.o.o., who will conduct also impact measurement and reporting at the end. 2nd phase is cooperation with local organization, to develop a travel product out of their activities - with GoodPlace as tourist destination product developer. Then we invite the travel sector to sell it to the end user.



Social Innovation behind is connection of activities of NGOs with the sustainability tourism - travel industry as a distribution channel. Project is providing NGOs new, fascinating way to be more active at solving social problem and even increasing the benefits of their work – with additional financial sources and helping personnel.

This is also a new product for the travel industry – to provide an opportunity for their customers to forge closer relationships with local people, their way of life and helping them solving their social problems. So more people as tourists are involved and are developing a personal bond with local people and community of chosen destination.

## 42. Developing non-profit industrial activities and quality services for employing mentally disabled persons by Lantegi Batuak

### GOALS

1. To find and promote work opportunities for the handicapped allowing them to achieve full integration into society.
2. To consolidate the level and quality of employment.
3. To ensure motivation of target persons as a guarantee of a greater participation and innovation within the organisation.
4. To reinforce the social and entrepreneurial project thanks to positive economic results.

### METHODS

Lantegi Batuak generates workplaces through the creation and management of industrial activities and services, as a means for social and professional integration of the handicapped. People with disabilities enter a process of a social and vocational integration programme ranging from orientation and training in occupational centre and special centres for employment, to classic employment.

### IMPACT

- 2,300 handicapped people currently working within Lantegi Batuak (65 % with intellectual deficiencies, 29 % with physical or sensory handicaps, and 6 % suffering from mental diseases).
- 85 mentally handicapped persons working in ordinary employment, in 65 % of cases with a contract for an unspecified period of time.

Lantegi Batuak believes that innovation enables continuing development and adaptation to social changes, to customers' demand as well as to all the needs of people integration. In the area of commercial activities, Lantegi Batuak relies on innovation in order to continue the process of diversification towards the services sector, to increase contracts with the public sector and in the area of sales, to increase added value in the industrial sector.



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### 43. 3507 Hands by Catalunya - La Pedrera Foundation

The Social Farming Network Catalonia Background: in 2011, Catalunya - La Pedrera Foundation, launched the SocialFarming Network (SFN), a rural development project that gives support to social enterprises working in rural areas within the primary sector. The objective of the project is creating jobs in rural areas for people with special needs and at the same time adding value to the primary sector.

Presently the SFN has 23 member companies spread throughout Catalonia; the main sector of activity is organic farming (60%). Members have 1.168 employees, with disabilities, with mental health disorders (MHD) or young people in risk of exclusion. Catalunya - La Pedrera Foundation gives support to the network through two main areas: the Social Department, expert in the promotion of social enterprises; and Alicia Foundation, experts in our agricultural heritage and gastronomic culture as a source of health.

The services being offered to the members by the Social Farming network are: business Advice, investment (equity loans) and the advice of Alicia Foundation in agro-food and gastronomy

New strategy of the SFN to be competitive in the present market: since June 2012, we have been working in the creation of a unique actor that merges the agro-food ecological activity of all the members of the network. The network members have decided to create an agricultural cooperative with a unique brand.

The main objective of this cooperative is to reach new consumers for ecological and Km 0 agro-food products, using large distribution markets to sale our products.

In this way, 3507 HANDS was born: food that is locally based, socially fair, and in a manner that conserves and enhances biodiversity.

**Fundació**  
Catalunya - La Pedrera

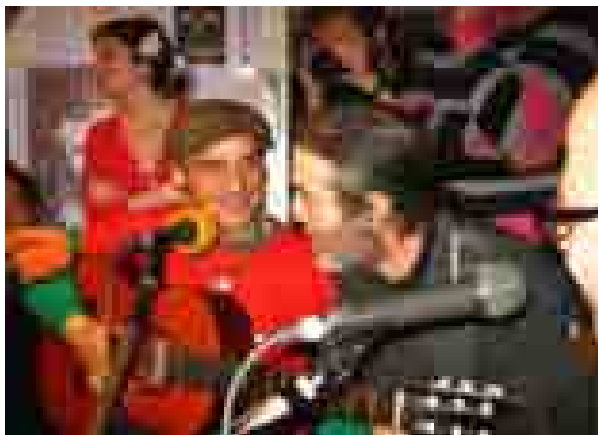


Contact person: Marta Torras Marí

[www.fundaciocatalunya-lapedrera.com/es/home](http://www.fundaciocatalunya-lapedrera.com/es/home)

#### 44. Radio Nikosia by Asociación Socio-Cultural Radio Nikosia

Radio Nikosia, is both a radio program in its own right, and a participant in various other radio programs in Barcelona. This programming is produced collectively by a team of 65 persons in psychiatric treatment, with the collaboration of anthropologists, artists, and journalists. Through radio as a channel of communication, the group constructs a social space in which they can be heard, a territory open to other narratives – those generally denied and de-legitimized – that emerge from the subjective experience of mental suffering. Nikosia is a de-medicalized space, that offers persons with a diagnosis of mental illness the opportunity to participate actively in society. Its objectives center on deconstructing the stigma surrounding mental illness and creating possibilities of citizenship and meaning for diagnosed persons so that they are no longer the passive objects of psychiatric intervention, but socially active subjects.



Radio Nikosia, in operation since 2004, has developed into a kind of liminal space in which historically set preconceptions of madness may be deconstructed; a territory that favors a certain re-appropriation of categories and semantics by diagnosed persons, and thus recovery of a degree of control over their lives, health, and illness. The aim is to deconstruct the negative image of madness and contribute to the consolidation of a social image more real, closer to the daily reality of these people.



Contact person: Dr.Martin Correa-Urquiza

[www.radionikosia.org](http://www.radionikosia.org)

## 45. Advocates for Participation by YWCA-YMCA of Sweden, KFUM Sverige

According to the UN Convention on the rights of the Child, children and youth have the right to say what they think and have their opinions taken into account on all issues that regard them. It encourages adults to listen to the opinions of children and youth and involve them in decision-making. The Advocates for Participation project is based on the thought that civil society's organizations have a great responsibility to act as a platform from which children and youth make their voices heard, on all issues that regard them. However for civil society to be fully democratic it needs to be representative. This is not always the case in youth organizations in Sweden. In an attempt to solve the problems that the lack of representativeness creates in organizations, the YWCA-YMCA of Sweden is working with Advocates for Participation, which at its core is a project for democracy within civil society. The projects is an attempt at making organizations representative and inclusive for all youths, irrespective of origin, sexual identity, functionality or other possible barriers for involvement in organizations. Advocates for Participation is thus an outreach project concentrated on youth in three cities in Sweden. The project's goals are to find young people who, for different reasons, are excluded from or choose not to be a part of civil society's organizations, research their interests and then cooperate with other organizations to make possible their participation.

In order to effectively reach the target group the project is based on voluntary work of youth within the YWCA-YMCA of Sweden, which are the links between target group and civil society's



organizations. This is the main factor for the projects success. To work with and let youth within the YWCA-YMCA be responsible for researching the wants and needs of excluded youth creates an entry point to the target group that otherwise would be lost and thus with that the knowledge of their wants and interests. The Advocates task is to meet, talk and listen to the target group and then canalize excluded young people to a place within civil society's organizations based on their wishes and interests.

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**<http://kfum.se/>**

### 46. Get Out! Explorers by Get Out! Explorers

To encourage children to spend more time being active outdoors, whilst considering the target audience's growing interest and familiarity with technology.

A national dialogue has begun concerning children not spending enough time outdoors as a result of our ever-changing society. It is deeply impacting today's young generation with studies showing the importance of the outdoors to children's physical and mental well-being. Such concerns illustrate that a well-deployed idea striking a healthy balance of online and offline can promote new skills and raise outdoor time.

Get Out! Explorers is an educational, exciting and interactive platform that promotes a sense of adventure, exploration and discovery. The project is a 'hub' for children to refer back to when exploring, for them to upload and download activities, learn, create and share experiences on-the-go.

Get Out! Explorers is essentially a digital service that encourages young users to explore the outdoors, battling an extremely salient problem with a fresh twist on an age-old solution, exploration! It promotes a healthy lifestyle, one that doesn't rival technology, but instead work seamlessly with it.

Children are becoming increasingly tech-savvy, being labeled as "digital natives". With devices now more popular and accessible than ever; the project responds to an opportunity by merging both online and offline worlds. Having an intuitive relationship with technology, many children can enhance their learning, play and interactions with people and things around them.



Contact person: Hannah Catmur

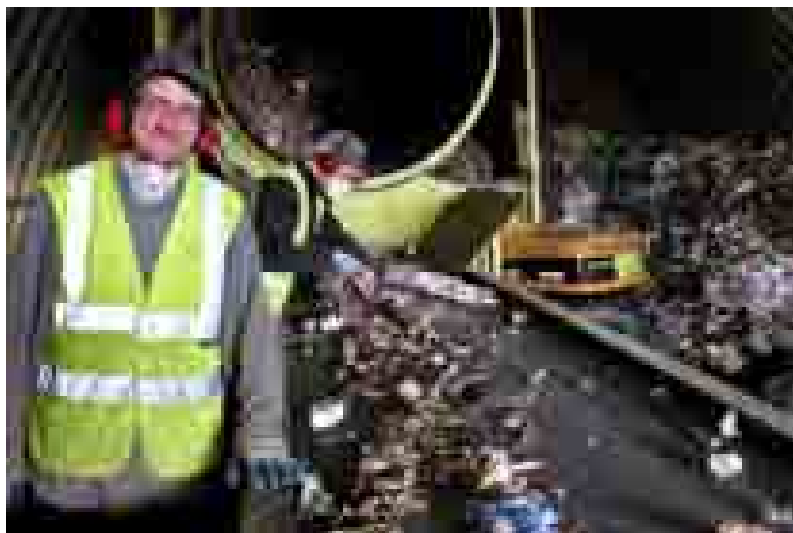
[www.getoutexplorersclub.co.uk](http://www.getoutexplorersclub.co.uk)

## **47. Recycling Lives by Recycling Lives**

Recycling Lives' core business is recycling and waste management. This includes metal recycling, display screen equipment recycling, and WEEE recycling. It diverts waste from landfill and helps companies to reduce their carbon footprint. The organization's head office, the Recycling Lives Centre, offers accommodation and support to homeless men over the age of 25. The Centre also contains a college suite, café, business incubators and a recycling facility.

Recycling Lives has developed metrics and monitoring systems to track the value to the community. Regular case studies of those working through the RL programme are undertaken. Recycling Lives has supported over 200 people over the last three years on intensive employment programmes, with an anticipated social value of £181,000 per person gaining employment in the waste management sector. Recycling Lives has been recognized as a social business model of increasing importance, winning the Queens Award for Sustainable Development in 2010, identified as best practice within UK Government Policy, and the Founder/Chairman awarded an OBE for services to Employment and the Community.

At the heart Recycling Lives is a sustainable commercial hub, trading in established recycling markets and employing and training socially disadvantaged individuals. The social programs are fully integrated within the day to day business operations - Ex-offenders, company directors, homeless men and employees all work at the same sites. With careful location selection and associated promotion – deploying Recycling Lives in other locations can produce the proven social benefits delivered to date.



Contact person: Steve Jackson

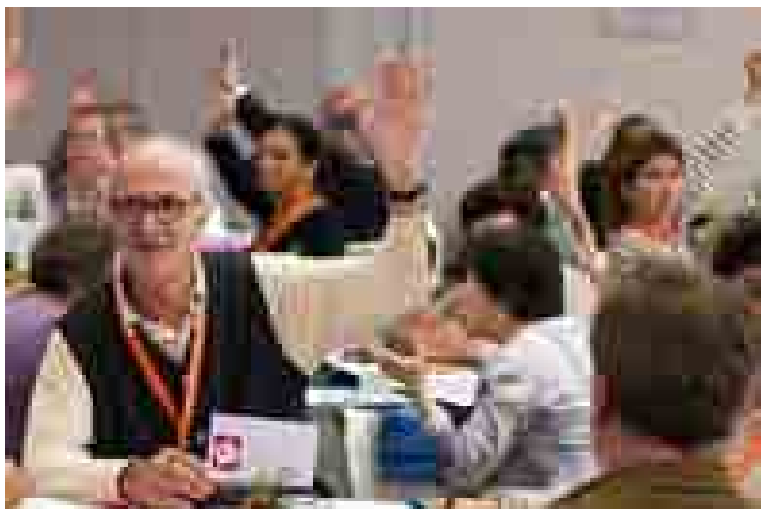
<http://www.recyclinglives.com>

### 48. European Voices for Active Ageing (EVAA) by World Café Europe

#### **Germany with partners in UK, France, Spain, Italy and Czech Republic)**

The European Voices for Active Ageing (EVAA) project was envisioned to foster a sense of community and promote pan-European thinking about active ageing through a series of six participatory dialogues held by and for older adults. In cooperation with its EVAA partners in 6 European countries, the European Voices for Active Ageing project created a forum for intercultural and participatory dialogues for these adults aged 50 to 95. All of the dialogues fostered a new culture of conversation and empowered the participants to discover his/her creative and innovative spirit. The dialogue format enabled individuals to exchange their views and discover new approaches to addressing the key issues of active ageing with each other. Topics which are central to fostering active ageing included: the role of older adults in fostering social innovation; civic engagement of adults aged 50+; age-friendly cities; combating age discrimination; Work after 50; health and wellness. A rich spectrum of recommendations and action plans emerged out of these dialogues among older adults. World Café Europe and its partners are sharing these insights with policy makers in government, civil society and business to initiate a new wave of demographic opportunity throughout Europe.

World Café Europe's Active Ageing project provided a voice to generations of adults aged 50 to 95. These dialogues empowered over 700 older adults in six countries to re-define their active role in an increasingly aging European society. Led by older adults aged 50+, opportunities for both



personal leadership development and life-long learning were created. The dialogues provided an intimate peer-to-peer environment for reflection, discussion and idea generation. By actively involving adults aged 50+, both the credibility and dynamics of a stakeholder-driven approach was enhanced.



## **49. Networks of Trust by ICLS - The Intercultural Communication and Leadership School** **Italy/United Kingdom**

The ICLS Networks of Trust project aims to prevent conflict in multicultural cities by training young leaders from different communities. It encourages them to get to know each other and establish mutual trust by making them live together for a few days, during which they discuss respective values, conflict resolution and leadership skills. The short-term effects of the School are interpersonal contacts and trust-building between young leaders from different communities and the improvement of their leadership skills that they learn from the program. In the medium term, some of them will advance into formal or informal leadership position within their community while remaining personally committed and active members of the Intercultural Network of Trust (ICNT) with other ICLS alumni. In the long term, as members of the Network of Trust, they will be preventing and resolving conflicts and tension through interpersonal and other methods, and jointly addressing common challenges.

The School approaches the education of young leaders for the improvement of their leadership and media relations skills in mixed groups, as carriers of confidence building between communities in conflict or in tension. It addresses a rarely considered target group, training 'pre-influential' or prospective leaders (aged between 18-30 years).



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[www.intercivilization.net](http://www.intercivilization.net)

## **ADDITIONAL PROJECTS**

## 1. Future for Religious Heritage by Future for Religious Heritage FRH

Churches, temples, synagogues and other places of worship are records of our shared European history, displaying artistic, architectural and social currents that transcend our modern-day borders. Thousands of places of worship across Europe are under-used and many risk demolition or being sold and privatized during the coming decade. Despite the cross-border character of this problem, there has been a lack of international cooperation on this part of the heritage sector. Though sharing international experience in the field supports innovative, respectful and ground-breaking solutions. This is particularly important in this field where both religious and secular presuppositions are rigid of what is possible, allowed and acceptable for these buildings, and the stakeholders are fundamentally different with entirely different perspectives and ambitions in different parts of Europe.

FRH is the first and only European network of professionals, charities, governmental, religious and university departments that work to protect religious heritage buildings across Europe. It is a not for profit organization open to all peoples and religions. The aims of the Association are to promote, encourage and support the safeguard, maintenance, conservation, restoration, accessibility and the embellishment of places of worship, their contents and their history. Registered in 2011, is now has 86 members in 30 countries, representing thousands of volunteers, professionals, students and others. FRH was founded with nothing but the good will, dedication and time of its members.

At a conference on conservation of religious heritage in Montreal in 2009, it was felt among the European delegates that Europe lacked a platform for communication in this field. They engaged a volunteer to organise and fundraise for an international forum event in 2010 to discuss the need for and possibility of collaboration within similar organisations across Europe.



Subsequently, funds were raised to employ one part-time officer. Today, FRH has secured funding for a full-time worker for three years, and is working in several international project partnerships and other exchange opportunities.

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## 2. Universal Design Living Lab by PHL University College

By 2020, 30% of the European population will be over 60. More and more people will need adaptable homes in order to be able to live as long as possible in their own familiar place. That's why we need to react now and start by building houses that can adapt to the needs of its inhabitants. 'UD Living Lab' is housed in two dwelling units, integrated in an existing typical townhouse in the center of the city of Hasselt (BE). This national demonstration home is part of an overall educational and research setting, with a public visitor center, offices of an accessibility consulting firm (Toegankelijkheidsbureau), and a laboratory space where new products and technology can be tested.

The Living Lab introduces visitors, students and professionals to the strong points of Visitable & Adaptable housing, and of Universal Design. Here, they can see and feel how to construct or how to remodel a house that is suitable for everyone, in all stages of life. Visitors can also experience how to grow old comfortably in their dream house.

In the ground floor apartment, focus is on the needs of older people, people in wheelchair, and those who need assistance in self-care and in daily activities.

The upper floor apartment, on second and third floor is accessible for visitors in a wheelchair or with a walking aid, but is rather designed and equipped as a living space for people with visual, auditory and / or mental disability.

An accessible lift connects all three floors of the house.

The UD Woonlabo aims to reach people on a global as well as a local scale.

At a local level, the location of the UD Woonlabo will contribute to stimulating inhabitants by easily informing them on Universal Design (UD). As the house is located in the city centre itself, many people will be able to visit the UD Woonlabo just like they visit a museum or shop. At national level, this lab is a new concept and aims to attract companies, constructors, visitors and students from the whole country to raise awareness on UD. Companies can also test their products here together with researchers and endusers.

The UD Woonlabo shows that personal assistance can be reduced to a minimum when UD is achieved.



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**[www.woonlabo.be](http://www.woonlabo.be)**

### **3. CLOSE TO EACH OTHER by Caritas Ruse**

In Bulgaria 44.5% of children live at risk of poverty and 340 000 are poor. Caritas supports children who suffer from various effects of poverty. Children experiencing poverty need special (additional psycho-social) support which is not offered by the school system in the country, neither by the schools' authorities nor by the teachers.

Goal: Overcoming the process of poverty among children from class 3 to 6 from the vulnerable groups like: Roma, poor, at-risk-of early school leaving (ESL).

Objectives:

1. Diminishing the risk of ESL of children through offering a complex pedagogical, psychological and social approach in intervention;
2. Diminishing the social and cultural isolation of children at risk of ESL through their participation in joint activities with children who don't experience such risks;
3. Encouraging an effective dialog between the family and school;
4. Determining the conditions leading to successful or unsuccessful adaptation to the different school levels.

The project provides preventive activities tackling some potential results of child poverty such as: illiteracy, isolation, ethnic segregation and mental immaturity. The direct beneficiaries of the project's activities are 60 children (from classes 3-5 of three primary schools in Ruse) which are exposed to the above risks.

The project's direct goal is to response to the needs of children from the vulnerable groups and, indirectly, to enhance the development of the sustain civil society.

#### 4. Fonds MAIF pour l'Éducation by MAIF

Le Fonds MAIF pour l'Éducation (FME) a pour mission de financer des actions d'intérêt général favorisant l'accès à l'éducation pour tous par des aides financières directes à destination d'organismes à but non lucratif et éligibles au mécénat. Le FME ne s'interdit aucune thématique d'action, qu'il s'agisse d'activités culturelles, citoyennes, propres ou non au milieu scolaire... Il doit toutefois exister un lien avec l'accès à l'éducation pour tous. Le FME a lancé depuis 2010 des appels à projets ouverts aux associations qui œuvrent pour l'accès à l'éducation pour tous, quel que soit leur domaine d'intervention.

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## **5. Social Good Lab by Le Comptoir de l'innovation**

Social Good Lab is an incubator for technologically innovative social enterprises, dedicated to companies that have developed a technological solution addressing a social and / or environmental issue. It was created by le Comptoir de l'innovation in cooperation with the city of Paris. During the one year incubation process, the selected companies are accompanied and advised by professionals in order to create their business plan, find investors, develop their business etc. Thanks to the combination of the expertise of le Comptoir de l'innovation, an investment and consulting company specialized in social entrepreneurship in France and abroad, and the city of Paris that encourages the deployment of innovative solutions in the Paris area, a high level of support for technological innovation and social innovation is provided. The city of Paris provides thus assistance on the technological and le Comptoir de l'innovation on the social aspect of entrepreneurship. Additionally, each project can receive financial assistance from 50,000 to 100,000 Euros in form of an advance that has to be repaid or a grant. The goal behind Social Good Lab is not only to develop highly effective innovative solutions to pressing social matters, but also to make technological companies realize that they can have a social impact and address social problems.

This incubator, combining technological and social innovation, is the first of its kind in Europe. It is undertaken by a unique partnership between the private sector (le Comptoir de l'innovation) and the public sector (the city of Paris and OSEO, a public-sector institution dedicated to financing and supporting SMEs). Possible incubation projects can reach from technologies that allow cognitive and sensory stimulation for people with autism or neurodegenerative diseases to machines helping to reduce the water pollution.

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## 6. Extra-ordinary meetings

MAIF's societal commitment is to facilitate the access to education for all, and in particular to support schooling for disabled children. By organizing the "Rencontres Extra Ordinaires" in colleges and high schools, MAIF endeavors to change young people, i.e. the citizens of tomorrow's attitude toward disability. These events consist in bringing together different kinds of stakeholders and disabled people to meet young people, exchange views with them and bring them to understand the difficulties that disabled people face in their everyday life, but also the capacities and talents that they have. Students take part in workshops during which they ride in wheelchairs or walk with canes; they are taught Braille writing and sign language; they are brought to discover art differently (painting while blindfolded, or with the hand that is not usually used etc.); they are also given the opportunity to meet artists, Paralympics athletes, parents of disabled children, and are thought 'adapted sports' (handball on a wheelchair, etc). After this eventful day, 90 % of the young people declare that their attitude towards disabled people has changed in a more benevolent and comprehensive way. The inclusion of handicap by MAIF is due to its statute of mutual insurance company, involved in social economy, and also to the fact that it is part of education which is part of MAIF's origins / DNA (MAIF initially being a mutual insurer of teachers).

The law of 11<sup>th</sup> February 2005 facilitating the inclusion of disabled children in schools is of course a step in the right direction, it does not however change the way 'healthy' children consider disabled children or handicap in general. In that respect MAIF felt that concrete actions had to be undertaken to complete the law by working on changing the behavior prior to welcoming the disabled students in the classrooms.



## **7. MAMBA by MAMBA - Das Job-Netzwerk**

Immigrants and especially refugees face specific problems to enter the job market, amongst them language problems, bureaucratic hurdles and an insecure residence status. On the other hand, due to strict legislation, to find a job and thereby proof independence from social assistance is crucial for many of them to obtain a long-term residence permit.

As an intersectoral network, MAMBA addresses this issue with a “one-stop” concept. The network comprises five partners from the non-profit, for-profit and public sector, involving 14 employees of these organizations. The concept for MAMBA was originally developed in 2008 by the local association for refugee relief (GGUA-Flüchtlingshilfe e.V.), and is funded by ESF and federal Government. Until early 2012, it had about 300 participants, 200 having found a job and others an apprenticeship. MAMBA has been especially important for Romani refugees from Kosovo, as there is no political consensus on a legal status for this group on the federal level, while Münster city council has passed a resolution not to deport members of this group. In this respect, the political dimension of MAMBA goes beyond the field of labor market integration.

MAMBA's innovative character results out of its one-stop approach combined with its intersectoral cooperative structure: MAMBA can respond to the various individual needs and problems through close cooperation within the network, as it consists of experts the fields of legal advice and social work with refugees, vocational training, qualification and the local job market. Also it may further intercultural skills and knowledge on the situation of immigrants among the partners.



## 8. Princess gardens by Nomadisch Grün (Nomadic Green)

The Prinzessinnengärten (Princess Gardens), an urban garden in the heart of Kreuzberg, is a project of the nonprofit group Nomadisch Grün (Nomadic Green). Since July 2009, the “princess gardens” community accomplished a. o. the farming of agriculture crops, the building of greenhouses and the creating of flowerbeds. Additionally, the project offers practical learning events for kindergartens, schools and universities where practical knowledge of seeding and growing plants gets increased. According to this whole approach, the rise of public concern, attention and deliberation is of key importance. Therefore, “princess gardens”, despite its emphasis on manual labor in the urban locality, succeeds as well to build bridges to major global discourses such as climate change and sustainability. Hence, participants get strengthened practically by making their neighborhood a greener place to live and as citizens that reclaim a say in the usage of their urban environment. From a social policy perspective, the project contributes to (local) measures of vocational training: the activists attempt to develop new job profiles in cooperation with employers in the fields of gardening and farming.

“Princess Gardens” is a complex project that attempts to change people’s mindsets on a broader scale. As a part of the international urban gardening movement, the project pursues an alternative approach how to use urban space ecologically and sustainably. Princess gardens’ activists make a difference on the symbolical level: By creating an urban garden in the centre of the district, they demonstrate that cooperation and mutual learning among a heterogeneous urban citizenry is possible.

## 9. Initiatives Factories by Avise

Setting up a company always requires: a project initiator and project, a feasibility study, assistance for the creator.

For a social enterprise, however, it is often local players (associations, local authorities, economic stakeholders etc.) that identify the needs or potential new services. The conclusion is often the same: opportunities and needs for social enterprises arise, but they are often missed, for lack of an identified interlocutor.

The Fabriques à Initiatives ("Initiatives Factories") have positioned themselves as the missing link between these opportunities and local needs and the creation of social enterprises.



They operate in four stages:

1. detect local needs and opportunities;
2. confirm the relevance of a social enterprise as a solution, by way of a an opportunity study;
3. identify and qualify a project initiator;
4. assist the initiator up to the creation of the social enterprise.

There are 8 Fabriques à Initiatives in France, in various forms, under the coordination of Avise. In 3 years, the Fabriques have:

- informed and brought together 1,200 local players;
- spotted 310 local ideas;
- carried out 104 opportunity studies;
- created 24 social enterprises.

The Fabriques à Initiatives are the first organizations to offer an "inverted" approach to the creation of a social enterprise: by starting with the local needs and then seeking a project initiator, they provide entrepreneurial solutions for local social needs.

The Fabriques à Initiatives work alongside existing players and involve all the stakeholders in setting up new projects. The social enterprises set up with help of the Fabriques à Initiatives therefore become part of the local community.

## 10. ASVI Social Innovation Lab by ASVI – International School for Social Innovation & Non Profit Management

ASVI SI Lab is an incubator and business accelerator which supports existing business and high social impact start-up projects through an integrated system of different services.

SI Lab provides to start up companies a wide range of tools – feasibility, business model, business plan, training on strategy, connection with business networks, funding mix definition, partnership building and management - in order to define and implement a sustainable and scalable business model.

SI Lab supports existing companies with tailored services in order to solve critical and weak points which prevent their potential to set off.

SI Lab designs a professional funding mix, together with Foundations, Profit companies, Local Administration, University and European Union.

SI Lab promotes events and conventions.

It addresses to start-upper and organizations who want to innovate and grow, especially in center and south of Italy.

It encourages a wide process of social and economic change, supported by different stakeholders: ASVI students, social business, for profit companies, public administration, groups and associations, in general any one who is passionate on social change.

- All-inclusive incubator for southern Italy, able to implement and scale international successful projects
- Wide partnership to implement innovation: focus on local development to fight against “mafia”
- Opening of operating centers in locations with high symbolic meaning: Lamezia Terme, Catania, Lecce
- Incubator for ASVI's students and passionate people as local development agents
- Highly qualified professionals engaged in order to provide excellent skills
- Just to start: first European convention on Innovative Social Start-up

## 11. MICROCREDITO MILANO, TI AIUTIAMO AD AIUTARTI by Fondazione Welfare Ambrosiano

The Foundation intends to answer to emerging social needs and reduce economic precariousness. At present, the main instrument is the promotion of guarantee funds to favor access to credit, via the micro-credit tool, to overcome the credit crunch. The target are the so-called “non bankable” persons, persons who have slight or no chance to access bank credit, due to lack of guarantees or a past record of “bad payers”.

Two types of micro-credit are foreseen:

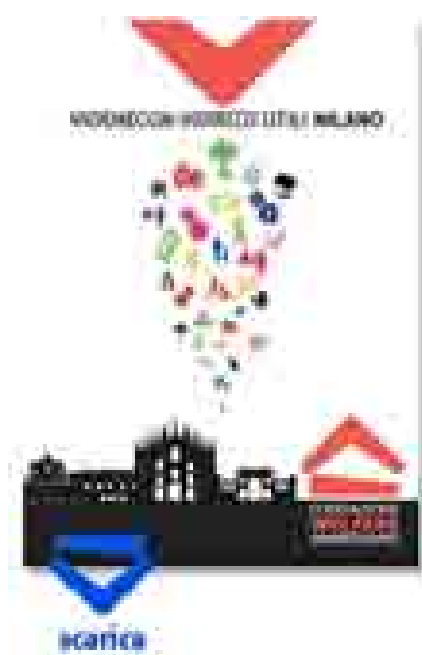
- “social credit”, reserved to persons who – especially but not only because of the crisis – can hardly afford expenses such as the payment of university fees of their children, or unexpected health expenditures;
- credit for self-employment, to overcome an unemployment or under-employment or harshly precarious condition.

Access to micro-credit is promoted through a network of selected local actors that act as territorial “front-desks” intercepting existing needs. At present 18 front-desks operate, mainly managed by Trade Unions, but also by social cooperatives, associations, parishes. New ones will be opened with a “light accreditation system”: no new offices will be created, but existing organizations will become the “working branches” of the FWA.

The active approach is a fundamental element of the Foundation way of action, reflected in its slogan: “we help you to help yourself”, which underlines the necessary commitment of the recipients to project their own path to solve their problem.

Access to credit is a relevant program, since little tools are available for public subsidized loans, whereas there is a major concern due to the credit crunch that followed the financial crisis.

The rotation use of the funds is also an essential element, and it is obtained by privileging financing tools such as the micro-credit, as opposed to non repayable financing, due to the will of Trade Unions to create an economic capital for the city.



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## 12. PerMicro BY Oltre Venture

Oltre Venture is a social venture capital company that started its activity in 2006 and has been investing in social enterprises since then; bringing capital, managerial skills and knowledge to the social sector. One of our investees is PerMicro.

PerMicro is a microcredit institution founded in 2007. Its mission is to give the opportunity of social and financial inclusion to “non-bankable” populations through microcredit, providing loans directly to businesses and individuals. PerMicro aims to create improvement in overall life conditions for its customers by distributing microloans and thus positively affecting the micro business/family financial condition to achieve its mission. Operating initially in the multi-ethnic neighborhoods of Turin, PerMicro has grown to national level by opening 12 branches throughout Italy. Since its inception, PerMicro has screened about 14,800 candidates and distributed around 4,000 microloans, for a total financing amount of € 21,6m. The average duration of a loan is 36 months; the average size of a loan is €4,000 for family loans and €7,300 for business loans. Oltre Venture currently owns 12% of PerMicro’s equity.

PerMicro is the first microcredit intermediary in Italy operating on the free market, as opposed to non profit organization that were previously the only operators. It has been disruptive both in cultural and operational terms.

Its activity is based on the concept of network credit: the social network of reference is the intermediary between PerMicro and the clients, providing a moral guarantee and supporting them before and after the loan disbursement. Its business model has been recognized and rewarded also at European level and won the “Fondazione Giordano dell’Amore” award.



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### 13. Eubiosia Project by ANT Foundation

Ant's main goal is to offer free of charge health and social home care to cancer patients guarantying the most suitable and qualified health care together with complete health service and welfare work both for the patient and for his/her family. The structural model of ANT provides the Patients with a free-of-charge 24 hours assistance. The full-time staff of physicians, nurses and psychologists of the ANT-OHH is organized in functionally autonomous groups based on the model of a hospital ward. The acceptance of the Patients in ANT-OHH depends only on the diagnosis of the cancer and the request of the GP. All the professional staff follows basic and continuous training. They supply patients with all necessary health care, 24 hours a day, 7 days a week, all year round,



holidays included A goal of ANT's care is to make your home as a place of choice for treatment, making withdrawals, transfusion, diagnostic assays, insertion of PICCs too, to avoid to stress the patient with home-hospital transfers and, at the same time, to reduce inappropriate admissions, which are also responsible for increased cost of the public facility to the community.

Home health services carried out by ANT Foundation provide a strong medical component, higher than the nursing one and an important contribution by the psychological staff support for the patient and his family.

The real innovative element of the project lies in the involvement of a NGO subject that brings, necessarily, economic and ethical benefits for the community. The lower costs generated in the development of oncology free home care provided by ANT do not depend solely on the degree of efficiency of its structure, but also the added value donated by voluntary component. It is also to underline the dual form of services offered. Health care are not only provided to the cancer patients. They are accompanied by a series of social measures developed by ANT volunteers to reduce suffering, discomfort and sense of isolation of both patients and the families.

## 14. BodyGuard by Waag Society

Autism Spectrum Disorder (ASD) is a brain development disorder that is characterized by impairments in communication and social interaction and by restricted behavior. Often a person suffering from ASD does not notice that he is experiencing stress, making it difficult to deal with stress full situations adequately. In a working environment this might lead to problems. Continuous monitoring and physical support are solutions, however they are costly and time consuming.

BodyGuard offers an alternative solution. This biofeedback system, in the form of a mobile application, supports employees with ASD during stressful situations at work. It consists of an app, a heart rate sensor and a 'pebble'. The system provides ASD patients with information about their stress level by measuring, monitoring and presenting the relation between stress and their daily activities.

BodyGuard is developed in co-creation with the target group. At the start of the project, a session was held with seven clients of Dr. Leo Kannerhuis to gain insight in their daily working lives and to map their needs and wishes.

Heart Rhythm Variability (HRV) is a reliable indicator of stress. BodyGuard processes and analyses HRV in realtime; a unique feature of this project. Data is collected from a heart rate sensor, the stresslevel is calculated and presented in a clear and user-friendly manner. All relevant data can be securely uploaded to a self-management portal for online evaluation by job coaches.

BodyGuard helps individuals gain insights in their feelings and functioning, making them independent and confident.



## 15. Work corporations by the municipality of Nijmegen

In the summer of 2011, several so-called 'work corporations' (werkcorporaties) started operating in the municipality of Nijmegen. These work corporations are aimed at reemploying social assistance (WWB) receivers with a considerable distance to the labor market by offering them a place where they can combine work and education. Basically every entrepreneur can initiate a work corporation, as long as it complies with a few conditions: it should offer people a chance to develop themselves (mainly through education); the service or product delivered should have societal relevance (which may be interpreted very broadly); and a work corporation should be able to be self sufficient. Also important is that working at a work corporation should have a temporarily character; this means that after two years at maximum, people should leave the organization. There are now twelve of these work corporations. While most work corporations are part of larger, more ideological organizations, also a few private companies started a work corporation. Examples are a restaurant, a bicycle repair centre, social work and a maintenance company.

One innovative aspect of work corporations is that they should operate on the intersection of business and civil society, which were two worlds apart before. It was not recognized that a reemployment organisation is capable to earn some money while still offering good opportunities and guidance for jobseekers. For the organisations that were familiar with subsidised labour it is especially the educational facet and the emphasis on personal development which breaks with tradition. Also, they were not used to bear the responsibility for outflow to work. Instead of providing day activities, they will have to think about getting people ready for the regular labour market.



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## 16. Social Cooperative Poznanianka by Stowarzyszenie na Rzecz Spółdzielni Socjalnych

Poznanianka is a social enterprise created by The City of Poznań and Wielkopolska Voivodeship to answer the needs of people who are in danger of eviction from community flats. The social cooperative performs works ordered by the City of Poznań in the fields of maintenance of green areas, renovation, construction and cleaning. People working in Poznanianka were unemployed and this job gives them the chance to repay their debts, which were caused by not paying rent to The City of Poznań for many years. At least 30% of their salaries is given to pay the debts off. For them and their families it is an opportunity for a new start without being in danger of eviction and homelessness. For the local administration there are important advantages: having the claims paid back, reducing the costs of social benefits and reducing the costs of the works that are done by Poznanianka. Employees of the cooperative got new skills and professional qualifications in new fields by virtue a project of The Association for Social Cooperatives, financed by EU funds.

Poznanianka is the first social cooperative in Poland that aims to solve problems of people facing the danger of eviction. Working in social cooperative gives them the possibility to stay in the community flats, get new professional skills and experience and empower them to pay their debts.



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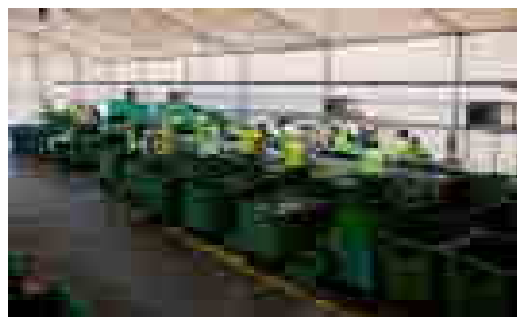
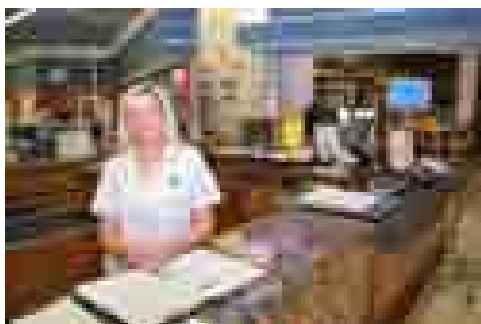
[www.spoldzielnie.org](http://www.spoldzielnie.org)

## 17. Cooperation of a social enterprise with multinational businesses in social inclusion and environment protection by EKON

The Association “Disabled for the Environment EKON” (Poland) was established in 2003 with the mission to offer vocational and social rehabilitation to people with mental and intellectual disabilities through work in the environmental protection sector. These activities are being continued under the “ECO-job” project carried out by nearly 300 disabled persons working in packaging waste collection teams and at the sorting plant located in Warsaw, Poland. Through their everyday work for the environment EKON staff tries to break the unjustified stereotype of not being able to make valuable contribution to professional and social life.

To make further and significant progress and with intention of increasing the number of disabled persons’ work placements, in 2007 EKON Association launched cooperation with multinational enterprises of the open labor market (Carrefour, Leroy Merlin, CCC Ltd.) under the project “Land of Acceptance”. Currently there are nearly 1000 persons with various disabilities working all over Poland as cashiers, warehouse workers, kitchen assistants, sales assistants, cleaning workers and administrative staff. In order to further promote the mission of social inclusion and raising the environment awareness, EKON organized and introduced the waste collection system in the Carrefour headquarters with education program.

The potential candidates (persons with disabilities) after vocational profiling and successful placement are provided with on and off job support by highly qualified EKON’s coordinators. Throughout the whole employment period EKON provides various trainings enabling disabled workers to constantly improve their professional qualifications and social competencies. Through cooperation with EKON, the multinational companies are encouraged to advocate for the rights of people with disabilities to a life in dignity.



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## **18. 50 + experience by Caritas Poland**

When compared to other EU countries, Poland ranks last as regards benefiting from the potential of people aged over 50. Their early withdrawal from the labor market leads to a serious loss of human capital; this also means a necessity to allocate public funds for their financial support. The early escape into inactivity is also a social problem as many people who retire lose social bonds that are often job-related, which evokes the sense of solitude, depression and social exclusion.

In response to this problem Caritas Poland implemented projects in two provinces: pomorskim and kujawsko-pomorskim. Goals of the projects were to test solutions, which can be attractive to employers and be helpful with keeping employment of people aged over 50.

We tested two models, which supported activity of people aged over 50. The first one is age management strategy, which takes into consideration management needs and competences workers aged over 50. It also gets to know their possibilities, psychological barriers and their health situation.

The second one is e-platform platform for the exchange of information about the labor market for 50+ people.

Model which is proposed in a project is a product, which does not require making large financial expenditures. Through this innovation becomes relatively attractive and encourages potential users. Implementers of the "50 + experience" had first of all in mind that the tested solution was co-financed from EU funds under the Operational Programme Human Resources and the broad implementation should take care of reducing potential barriers, including financial barriers. As a result of this approach we get the final product, where you can take the first steps almost no cost.

## 19. Cais Recicla by Associação Cais

The Cais Recicla was created in 2010 when Associação CAIS (the main organization in Portugal working with the empowerment of homeless people) realized that due to the economic crisis there were an increase in the number of homeless people with skills and ability to work. Then it was established a protocol between CAIS Recicla and UNICER (the main private Portuguese brewery). The Unicer was responsible to supply the equipment, residues, designers and volunteers and CAIS was responsible to identify and monitor the workers for the production of the eco-design pieces. Till the end of 2011, three workers were employed and an increasing demand for the products was registered. The design pieces started to be bought by the partners but right now they are being sold to the general public in Lisbon and in Oporto municipalities. In November 2012 Associação Cais was awarded with the European Economic and Social Committee civil society prize for its employability social projects - Program CAHO, Empowering Today - where is inserted the initiative Cais Recicla.

The business model is highly effective in creating value in the triple bottom line (economic, social and environmental). The partnership between CAIS and UNICER was very fruitful for both and the concept is being replicated by other organizations.



## 20. Crisis Intervention Service (SIC) by Portuguese Red Cross

The Crisis Intervention Service (SIC) is a service provided by the Portuguese Red Cross - Vila Nova de Gaia, on the psychosocial emergency field. Given the severe socioeconomic crisis lived in Portugal, the psychosocial emergency service urges to be provided particularly in the region of Vila Nova de Gaia where the unemployment rate is higher than the average in the country and several social issues must be addressed. In this context, the Portuguese Red Cross - Vila Nova de Gaia saw an opportunity to build up a new service aiming to provide humanitarian assistance to the most vulnerable.

The SIC focuses its activity on critical incidents, such as unusually challenging events that have the potential to create significant human distress and can overwhelm one's usual coping mechanisms. The most significant examples are emergencies (ex. unemployment), disasters (ex. flood) or catastrophes (ex. tsunami). SIC aims to provide mechanisms to prevent a crisis (promoting resistance and resilience in population), and support in crisis situations, facilitating an easier recuperation.

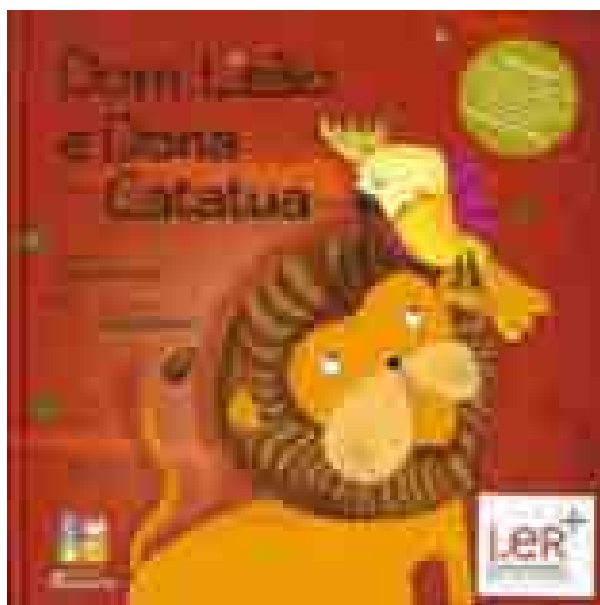
The major goals are: to increase knowledge of the local population concerning variables associated with crisis management (ex. stress vulnerability); to increase resistance and resilience; to promote a rapid and efficient psychosocial recovery in critical incidents in the mental health and social support areas.

The SIC is a psychosocial emergency service. This service was set up with no financial investment (so far) although based on the knowledge and skills of team members, as well as on the ability to mobilize volunteers aligned with SIC's mission and values. The innovative dimension of this project is related with its ability to meet the population needs of Vila Nova de Gaia in a crisis situation (which can be applied to countries as well). This project is all about matching resources and needs in an innovative and efficient way in order to maximize social impact.

## 21. 4 readings by Editora CERCICA

The Editora Cercica is a specialized publisher established in 2008, which produces books with a focus on a better social integration of disabled people and people with special education needs. The “4 Leituras” (four readings, in English) initiative was created to fill the need for adapted books for children with disabilities. Hence, the “4 Leituras” creates books available in four different reading formats: print, pictograms, sign language and Braille. The Municipality of Cascais and the Portuguese Ministry of Education were identified as the key partners for the funding of this first book. By the feedback obtained, it was realized that the book did not only created value for children with special needs but also for parents with special needs: for the first time they succeeded in reading a story to their children. The outcomes were extremely positive and today the Editora CERCICA has edited six books, some of them are already included in the National Plan of Recommended Readings. The partnerships established at the launch of the pilot were satisfied and pledged to support the future editions of the “4 Leituras”. The sale of the following issues was extended to the whole country through partnerships with several bookselling chains.

The “4 Leituras” creates books available in four different "reading" formats: print, pictograms, sign language and braille. The available collection is the first publishing project based on the concept of universal right of reading.



## **22. Cozinha com Alma by Cozinha com Alma**

Cozinha com Alma supports those who live with financial difficulties and without public support in their right to an adequate nutrition. Cozinha com Alma is essentially a take-away, offering top quality food, where everyone can buy their meals prepared at the highest standards. It is open to the general public and all the profits go to a social fund that supports middle and lower middle-class families selected by the Social Committee of the local Parish. Clients who pay the total cost of the meals are a vital component of the project as the profits generated will contribute to the social fund that will support those who most need help. The price per meal paid by the family with the social fund varies according to their own financial situation. There are 3 different payment levels according to the per capita income. Each family has a monthly maximum amount available to spend, which is calculated on where the family fits in the scale. Each family has a client membership card. The price for a full meal will vary from 0,50€ to 1,50€. Also, each family will be supported for a maximum of 6 months and during this time they should try to reorganize their lives.

The success of the project depends on its everyday quality which is ensured by the Chefs com Alma. Also, all the clients, whether they are under a social fund or not, have the same membership card, so the financial privacy of the each type of family is guaranteed.



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## 23. LOJA ECO by Ecomuseu do Barroso

The lack of confidence and initiative of the population in local production led to the creation of this initiative. Loja Eco consists in a store attached to the Barroso Ecomuseum where small producers and local artisans can display and market their products. The store sells honey, jams, teas, liquors and wood crafts, among other products. In parallel, this initiative empowers producers with management skills in areas such as marketing and also creates a network of partnerships with several civil society organizations which guarantees the sustainable production of the various products offered. It supports around 15 local producers and artisans who get together to work. It accounts with 50,000€ revenues per year with 30,000 annual visitors. The Loja Eco creates additional sources of revenues for the local producers and also the divulgation and capitalization of local knowledge, techniques and culture.

Valuing local production and artisans through a marketing platform, intervening and positively contributing at the same time in the culture, tourism and social dimensions.



## **24. Community Services Complex by CRID**

The CRID is an organization, which promotes the integration and rehabilitation of disabled by providing health services and physical medicine rehabilitation, occupational activities and social and professional inclusion. Overall, CRID has 26 full time employees, 4 part time doctors and around 6 young volunteers per year. In the occupational activities they serve 45 disabled and in the medical centre they serve 110. The difficulty to integrate these people in the society was the driver that motivated this initiative. CRID's staff went to a Workshop in Belgium and discovered new ways to solve the problem of non-integration of disabled in the mainstream labor market. The initiative was launched in a partnership between CRID, Rehabilitation Centre of Alcoitão, Cascais Municipality and a European Program called Horizon Creative. After being selected by CRID, each disabled entrepreneur is trained in technical and management subjects by the Rehabilitation Centre of Alcoitão and then a space is provided by Cascais Municipality for them to conduct his business. All the managers and employees are disabled that work autonomously, paying a symbolic rent to CRID for the store's use. A few months later after the beginning, the micro businesses become financially sustainable and allowed 14 people with special needs to be socially and economically integrated

In order to promote alternative ways to socially and economically integrate the disabled, CRID has developed an innovative solution based on the stimulus and support to micro businesses useful for the overall community. This consists on the creation of a space with 7 social stores which deliver a wide variety of services to the community such as laundry, stationery, repair of footwear, repair of household appliances, decorative arts, cafeteria and technical aids.

## 25. MIES by IES, IPAV, supported by COMPETE, by the Fundação Calouste Gulbenkian, the Fundação EDP and IAPMEI

MIES aims to identify and analyze the competitiveness of the social innovations it maps and share success stories and best practices, contributing to the growth and visibility of a new market in social innovation and entrepreneurship in Portugal. It is based on an innovative methodology called ES+, which is an internationally recognized research methodology aimed to identify and map social innovation and social entrepreneurship (SISE) initiatives with high potential of social impact. This identification methodology is already validated in pilots projects and was published and presented in conferences at the European level. The ES+ methodology starts with a referral process, based in a set of interviews (until no new persons are referenced) with people that by their professional or personal experience have contact with high social impact initiatives in the region under analysis. A filtering phone call is made to each referenced initiative verify if it fits the criteria for inclusion in the population of SISE initiatives. To the ones that fit it will be applied a detailed performance survey. At this stage the evaluation of the initiatives is made by an independent committee to assess if the initiative is of high-potential and is thus deemed to constitute a social innovation. Then they are publicly recognized as high potential social impact initiatives (with ES+ certification) and one plan to empower them is designed in a participative way.

Starting with local communities, MIES is working to develop a thorough map of social innovations in local context, taking a ground up approach. It allows systematically identifying and assessing the thousands of initiatives, often at a local level, that can become the high-impact successes of tomorrow.



## 26. ColorAdd by ColorAdd

ColorADD is an initiative that aims for the social inclusion of colorblind people and which has been recognized by several international and national organizations. The ColorADD project mission is to facilitate color identification for colorblind, while contributing determinately to their Social integration and Welfare, turning Communication more Efficient, responsible and Inclusive. The concept of a universal graphic code that could help to identify colors was born in the mind of the ColorADD entrepreneur, the designer Miguel Neiva. With this code it is possible to colorblind to identify any color variation. It is being implemented progressively in more areas, including in children textbooks, color pencils, in the indications of subways, paint catalogs, clothing and even in medicines and hospitals. Today, ColorADD facilitates social integration of people with difficulties in accessing color, reducing the everyday psychological and social discomfort of at least 10% of the world's male population.

This Color Identification System represents a disruptive innovation in the assessment of color for colorblind individuals. It is Unique, Inclusive, Universal and Transversal to society and markets. Based on a monochromatic system language the code enhances its own logic and allows rapid and easy color identification by colorblind people.



Contact person: Miguel Neiva

<http://www.coloradd.net/>

## 27. Vitamins by Vitamins

Vitamins is a social mission enterprise, born out of a challenge launched by the entrepreneurial ideas contest DNA Cascais, having been awarded with the first place in the Health category, on June 2009. It consists on an innovative project with the main aim of intervening in the prevention of child obesity through the promotion of healthy eating habits. Since April 2011, the company has been based at the Vitamins Nutritional Centre, in Quinta da Alagoa, Carcavelos. The company has set out to intervene in the prevention of child obesity by promoting healthy lifestyles, using educational workshops with school groups, cooking classes, exercise events, birthday parties. The company's activities include a cafeteria which serves healthy meals and where clients can consult a nutritionist while having their meal; theme parties with healthy food cooked by the participants as well as entertainment; workshops (Eco-Chefs) organized both in the Centre and at schools on healthy eating habits and the basics of cooking; catering for business events through the organization of coffee breaks with healthy food and merchandising (kitchen appliances directed at children, clothes and aprons). Till now, Vitamins developed its activities in approximately 40 schools, targeting around 4300 students.



Following the clear need for further responses to fight against child obesity and the recognition of this issue as a severe and present issue in Portuguese society, the Vitamins initiative appeared as a unique and convenient social entrepreneurial initiative, as it presented a clear social mission and an innovative flair, with creative and innovative activities and a constant optimization of the company's portfolio, as well as a high potential in terms of social impact, proven through positive results and feedback from the community it works with.

## 28. SPEAK by Associação Fazer Avançar

Due to the continuous changing migratory flows, Portugal is a country where more and more communities from different origins cohabit. Unfortunately their paths do not cross each other and they become isolated. The language barrier reinforces this dynamic. The SPEAK project started in February 2012 with the project Leiria Language Exchange that at the time focused only on the cultural and language



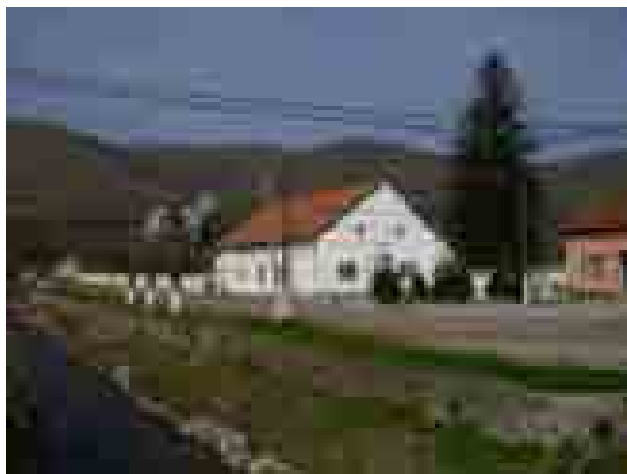
exchange (today's SPEAK SOCIAL). In September 2012 it became SPEAK, with a strengthened social value proposition (SPEAK SOCIAL) and a new commercial dimension that allows it to be self-sustainable (SPEAK PRO). The Speak Social consists in introductory courses to new languages and cultures, in an informal setting that promotes the gathering of people from different origins. It is based on socialization that fosters mutual understanding and volunteers which know the language and culture. It is charged a symbolic price. The Speak Pro has language courses designed in a format that allows students to obtain a certain level of oral and written fluency. It is a low cost language school that focuses on what it considers to be essential and saves money on what it considers to be accessory, so that it can charge the lowest prices possible. Tutors are either native speakers or professional teachers of the language they teach. During the first semester Speak had 144 students, 16 streams, 8 languages and 210 teaching hours.

Low cost positioning with new and innovative course formats, more than competing in the existing market it aims to create a new one.

## 29. ADAMSlatina-Timis, a community health center by ADR-Vlaanderen, VZW Geels Roemeniëkomitee & by The Open Network for community development

Health care is since many years a problem in Romania. After the first wave of privatization in the nineties, family doctors and other first line healthcare providers quitted the rural areas resulting in a none or bad access to health care for those inhabitants still being around 50% of the Romanian population. We've set up a community health center in Slatina-Timis Romania as pilot project. In the mean while this is functioning for more than 12 years now. It's a mutualistic organization with small membership fee and members being the general assembly of the association and electing the board. Providers are employees. For the moment the center has around 2.400 patients locally and serves about 8.000 patients in the region. There are different services to the patients: family doctor, dentist, pharmacy, home care, revalidation room, social fund, vaccinations, prevention and health education, etc. There are around 3.000 members. Goal is to spread this out all over Romania as a good example of social health care. The center is working under the Ro law and has a contract with the Romanian health insurance body. The organization tries to be self-supporting and is totally independent. They work together in the network of the new Romanian foundation The Open Network for community development.

The fact it's an independent organization, steered by the members and local people. Goal is to get a social qualitative, accessible and affordable health care system for everyone. Solidarity between groups is expressed in the membership fee. Local people are thinking and discussing on their health and health care. Prevention as a cost refraining system as well for the individual as for the state.



Permanent discussions with Romanian health ministers in order to implement this project in their national health care system. Involvement of volunteers.

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**[www.adrvlaanderen.be](http://www.adrvlaanderen.be)**

### 30. "Bacova Farm" by Federation Caritas of Dioceze Timisoara

Since 2000 Caritas Timisoara has been administrating the Shelter for Homeless People "Pater Jordan House" for 80 persons. Since the social and professional integration of homeless people is a difficult and long process, in 2007 a new project stated titled "The Social-Professional Reintegration Centre for Homeless Adult Persons in Bacova Farm". The project's objective is the professional and social integration of homeless people. The target group is the homeless from Timisoara and surroundings. The social and professional reintegration of people belonging to this group, which is currently expanding is a very hard task due to their past experiences. The psychological trauma, lack of social skills, lack of home, the fear of stigmatization, as well as the lack of self-confidence and of self-motivation (resulting from lack of hope that integrating with society is possible), are the most common difficulties these people face. In addition, not possessing of valid identity documents poses a bureaucratic problem when it comes to searching and maintaining a job. Our centre offers 16 accommodation places for homeless people and their children. They receive here accommodation, food, as well as sustainable employment in the farm while their children may attend the kindergarten, school and afterschool activities. The main impact of the project is the creation of 16 jobs for disadvantaged and marginalized people.

The innovative character of this project can be exemplified with the fact that the period in which the target group benefits from the project is not defined; the support is provided as long as it needs to be in order to surpass the crisis situation.

Moreover, the social insertion service is offered within the framework of social insertion enterprises: Caritas Timisoara is a sole shareholder of the trading company created by a non-governmental organization; the profit of this company is used by organization for its social activities, while the persons working in the farm represent both the ex-homeless people and the agriculture/farming specialists.





## 31. The World Seen from a Wheelchair by The Caritas Centre from The Diocese of IASI

The "World Seen from a Wheelchair" Campaign was implemented together with the Faculty of Physical Education and Sports of the "Al. I. Cuza" University of Iasi and included the visits to six high schools of Iasi where, the students could practically learn and experience the mobility on the wheelchairs. The movie on disabled persons was also presented, as well as discussions about the dangers leading to accidents. In the end, a questionnaire was filled in so as to assess the efficiency of the campaign. The surveys done in the follow-up to the campaign showed that it had a significant impact on the students' knowledge and attitude towards the disabled.

Prior to the implementation of the campaign, students had very limited knowledge on the problems faced by disabled persons and their perception of the disabled was:

- 5 % partially negative
- 45 % neutral
- 25 % partially positive
- 25 % totally positive.

At the end of the campaign, their perception changed as follows:

- 75 % totally positive
- 15 % positive
- 10 % neutral.



The campaign was based on the innovative approach to presenting the reality of daily life of people, with reduced mobility. For the first time the disabled persons who use the wheelchairs talked to students about the problems they face every day and made them available to see how the mobility on the wheelchair looks like (incl. mobility on the streets, paths, using the public transportation).

Positive outcomes:

- Change in the students' mentality and perception of disabled persons,
- Development of positive behaviors and attitude towards disabled,
- Increase of awareness of difficulties faced by disabled persons,
- Prevention and fight against the risk factors leading to disability.

## 32. Turn Thing Around by Asociatia Caritas Asistentă Socială

The social problem addressed in the project concerns the lack of support for the youth/children that have one or both their parents working abroad. This is one of the causes of the serious social disadvantages of the children like e.g. problems with integrating with others, negative behaviors at school (unwillingness to participate, school missing, violent behavior, lack of interest) due to lack of parental control. In Petroșani high schools, we have encountered 246 cases of teenagers that have one or both parents working for a long period of time away from home. We have to consider that the possibilities of the schools and high schools to follow, cope and handle their special needs are limited.

The goals of the project are short and midterm. The closer ones responds the need to create a social instrument/service for these youngsters and for the educational institutions. Another goal is to reduce the number of negative social and educational behaviors. The last short term goal is to promote community participation and volunteering within the youth



community throughout mini-social projects and participation in Caritas' social and fundraising events. Actions: Individual and group counseling organized on a weekly basis, group social debates, Small social projects aimed at awareness raising. At the moment we have 25 youngsters from the target group participating in this project. The services provided by are basic but follow the simple concept of learning through experience.

The innovative character of the project consists of two major dimensions. First, the target group is one that is lacking any sort of support in most communities in Romania. Due to rather good material condition of families affected, the temporary but periodical separation from the parents is not considered to be a factor leading to negative behavior or lack of educational performances and inactivity. By admitting that it is a problem and providing social service we will prevent. The second aspect we believe is of innovative nature is the methodological approach to the problem. The project focuses on solving the causes of bad behaviors through the individual and tailored assistance.

### 33. Building Hope by ETP Slovensko - Centre for Sustainable Development

Approximately 150 000 Roma in Slovakia live in ghettos, where one third of the homes are illegal constructions with no or very limited facilities and basic infrastructure. There are heaps of garbage, tin shacks and rooms inhabited by large families; drugs, violence, hopelessness and misery are common. Roma from the ghettos have no or limited funds, there are no Government programs available for marginalized people to acquire or build homes for themselves. 80% of Non-Roma in 2009 did not want to have a Roma neighbor, therefore Roma experience racism, discrimination and difficulties to rent, buy or build a house. At ETP Slovakia, we have successfully developed and piloted an approach which improves the situation of housing in ghettos as a part of holistic method based on high quality comprehensive social



services, engaging the Roma in the process. ETP provides with its project attractive and sustainable housing solution using a proportion of recycled materials, land donated/sold by Municipalities, the (trained) labor of the prospective owners. We support and assist families by engaging them into financial programs (Financial literacy, Savings and Microloan programs), our construction specialist helps them with construction works, and a lawyer assists the families with permits and other paperwork. Based on the above mentioned approach, motivated Roma are able to achieve in short term (6 months) affordable, energetically effective and legal own housing. Past Government attempts to build social housing have completely failed, being based on non-sustainable principles. After just 5-8 years, the social rental buildings built by the Government in many cities are dilapidated. At our project participants: (i) are selected from the most motivated Roma to whom long-term social services were provided; (ii) are engaged into the planning process, construction work, financing their own homes, and lifting themselves out of poverty; (iii) acquire work habits and construction skills, providing overall for individual liability and motivation. Construction is secured via sustainable financing model based on loans to trained clients proven to be able to repay

## 34. Citizen's Agreement for an Inclusive Barcelona by Barcelona City Council

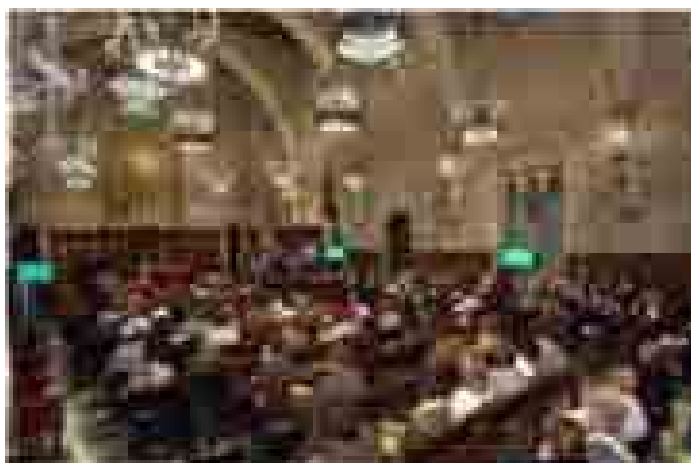
The Citizens' Agreement for an Inclusive Barcelona is the result of the 2005-2010 Municipal Plan for Social Inclusion approved in March 2005. This plan provided the framework for municipal policies aimed at preventing the social exclusion of individuals and groups and the promotion of participation. The ultimate goal of the programme is a redistribution of responsibilities in the social welfare sector in Barcelona through a broad agreement among representatives of the main social agents in the sector.

The intention is to create a strategic framework shared by all participating entities. This is a new philosophy, which integrates the diversity of activities that are carried out in the local social welfare system into a single framework or joint strategy. It is based on a policy decision to coordinate the diverse activities of the different social actors. No one loses their space for action; rather, it is possible to improve results by combining efforts.

A total of 235 entities of diverse nature (organizations, businesses and universities) signed the agreement with the aim of establishing alliances, generating synergies, coordinating activities and finding shared objectives with the municipal government and among themselves. It was established with the intention that it would remain open to the incorporation of new entities and social organizations. Today are more than 500 entities.

The Agreement has been promoted and is coordinated by the municipal government. Currently, the more than 500 participating entities work in such distinct spheres as the economy, culture, education, social action, housing, health and labor. The values that the CA promotes are identified in the strategic framework that defines the programme: co-existence, co-operation, social cohesion, creativity and community, improving the dialogue within a framework of diversity.

The Agreement is a program that improves the governance in the social welfare system of the city of Barcelona.



### 35. Pasaporte verde by Pasaporte verde

Pasaporte Verde is a company, mentored by Ueia Acelerator, based in the Autonomous Community of Madrid. Pasaporte Verde as a project is a social network that aims at capturing the value of our landscapes for the society and for those who work on preserving them. In that sense, Pasaporte Verde provides a personal online travel book to each member, and also a Smartphone App thanks to which each user can register while traveling and indicate the beautiful natural places they visit. Online stamps of the place are sold on line in that place. What makes this platform unique is that not only does it allow the growing eco-conscious community to share their experiences, but it also offers the most efficient and easy way for all users to contribute to the preservation of their beloved natural places: indeed Pasaporte Verde App includes an online payment system that allows any user to contribute as much as they wish to help the preservation of natural resources. All funds will be diverted to custody organizations that work on preserving the beauty of our landscapes.

The final objective of Pasaporte Verde is “capturing the economic value of positive externalities” that are produced by places with a high ecological value. This is the way Pasaporte Verde chose to help all environmental custody entities to preserve our beautiful landscapes. Pasaporte develops various types of partnership with all entities that benefit from this preservation (hotels, county-houses, restaurants...) along with the internationalization of the business.

Pasaporte verde aims at:

- Capturing direct and indirect benefits associated to the preservation of the biodiversity of natural spaces for the society and transfer then for anyone

## 36. Lavanindu by Eragintza Foundation

A laundry dedicated to companies from the hospital, hotel and retirement home sector which hires people suffering from chronic mental diseases.

### GOALS

1. To create workplaces for people suffering from chronic mental diseases, to guarantee these workplaces stability by maximising the number of open-ended contracts.
2. To allow for maximum flexibility adapted to each worker specificity and minimise the effects of the mental disease on them.
3. To obtain good results in order to maintain the company's long-term financial balance.
4. To minimise the environmental impacts:
  - By re-using their waste: torn clothes, cartons, plastic, etc.
  - By using biodegradable detergents.
  - By avoiding discharge of water thanks to a pipe to the collector and a water treatment station for industrial products.

### Why does it work?

- The key factor was the institutional support from B.B.K. Bilbao Bizkaia Kutxa, a savings bank from Bilbao, the General Council of Biscay and the Basque Employment Service - Lanbide.
- The partnership with Indusal, a well-operating company from the laundry sector, allowed Lavanindu to master the activity they wanted to develop.
- Giving priority to a few market niches in which Lavanindu particularly specialises, such as the service of on-site laundry (on-site in the clients facilities) for important customers.
- The quality of service was measured and recognised by the ISO 9001:2008 AENOR Standard.
- The process of recruiting staff is carried out by the occupational centre located on site.
- The company culture is illustrated on all levels and Lavanindu has proven its remarkable flexibility and capacity for adaptation to customers' needs (hours, etc.).

## 37. Huertos de Soria by Cives Mundi NGO

Spain is living a crisis that is dividing the Welfare State and deepening social inequalities. As a consequence of this, an increasing number of people remain excluded from the labor market.

Huertos de Soria (Soria Allotments) is a social business venture that seeks to encourage the integration in the social and work environments of mentally handicapped people, people with mental illness and other collectives in risk of social exclusion in Soria, through:

- Growing vegetables
- Production of tinned foods
- Commercialization of these products through a consumer group
- Training and diffusion methods of traditional growing
- Social awareness raising for habits of healthy consumption

### Social Impact

- 11 direct work posts
- 150 families integrate in the group of consumers in the first year
- 50,000 residents of Soria and its surrounding villages will know about and collaborate in the project
- There is no similar project in Soria.
- This project brings together diverse organizations and collectives of completely different focuses.
- The management of the project is based in the advanced use of ICT (web, management software, etc.)
- R + D + I in traditional healthy and natural foods (conserves, marmalades, natural liquors, etc.) and in the recuperation of local seeds.

## 38. ETEBERRI (New Home) by ASOCIACIÓN GOIZTIRI ELKARTEA

The project "ETXEBERRI" comes from the experience of the Goiztiri Association in working with unaccompanied immigrant youth since 2000. So, in this sense, in 2002, with the departure of the first group of young people of the homes protected by Goiztiri, were detected the difficulties found, this and other groups, to access decent housing through the market free real estate (fraudulent claims of racism issues, illegal contracts, etc..).

With this situation of real risk of social exclusion, with the present program aims to enable individuals and families with serious difficulties in finding a rental home and having the support of a social association or other entity collaborating with Goiztiri, to enjoy the right to housing worthy, assuming at the same time through an individualized support and monitoring, the obligations that this entails (cleanliness, order, good neighborly habits, pay rent, etc..). Goiztiri account for it with the ability to manage the rental currently more than 100 homes with three social educators and a legal advisor.



Etxeberri is a service between property owners and tenants of rented accommodation ensuring fairness in the legitimate interests of both sides. The innovation idea is to provide rent houses to people that can hardly go to the free market with an educational support that permit to keep the house in a very good condition in addition to pay the rent punctually. Also Etxeberri provides services of Mediation, Intermediation and brokering between tenants and owners. As a educational project, Etxeberri provides advice and information on housing to a target group integrate for people in risk of social exclusion.





### 39. Doafund by Doafund S.L.

Doafund is a project to help families with eviction risk avoid losing their homes when they cannot do their mortgage payments. To achieve this we have created doafund.com, a website that makes direct contact between these families and individuals or organizations who want to help, channeling financial aid to them.

The goal is to get enough money for these families to pay their installments over a limited time period, so they get extra time, seeking to be able to fend for themselves. To achieve this goal we are about to get an agreement with a NGO network. They will give support to these families about rehabilitation / employment (this NGO network takes many years working on these issues).

One of our goals is to engage in the project to the private sector. Their participation in a social can provide a great visibility to its social responsibility actions. Our proposal is not that companies give money and forget about it. We want to become part of its strategy, both socially and commercially, since cooperation with us can be an argument for the sale of certain products.

Doafund is a project which is changing the traditional model of economic aid to needed people. Traditionally, organizations which promote social projects have requested funds for projects, generally providing insufficient information and with a very low transparency. What we are suggesting is to give up this model to begin helping people, not projects. To do this, we put in direct contact, through doafund.com, families who need help with people and organizations that want to help them, allowing these help the family each one choose. In addition, our business model is different of traditional fundraising organizations, and we are working to achieve that banks pay our structural costs.

## 40. ACCITYMAPS by Accessible City Maps

Accitymaps: the “GoogleMaps” for handicapped and reduced mobility people (elderly, pregnant woman and parents with baby strollers). ACCITYMAPS is an entrepreneur company that expects to integrate city mobility for all handicapped people

### LEGAL GOALS

- “Support and help public administration on following laws related to remove physical barriers in cities and avoiding information access that does not allow public participation with handicapped citizens”

### TECHNICAL GOALS

- “It is a new support tool, with universal design and use friendly for handicapped people” Contribute to democratize the access to general information and specifically to mobility data.

### OTHERS

- “Cities for everybody”

### Method

It is a routing tool on web and Smartphone support, which will identify accessible path avoiding any barrier and also using accessible public transportation systems.

The route also will include points of interests (museums, official buildings, health buildings and also accessible business (Geomarketing)).

Output format will be prepared for any handicap, audio for blind people, intuitive symbols...

12 million people with reduced mobility in Spain, 170 million in Europe or over 1800 million around the globe. 35% of them are skilled IT users.

Our target market in Spain only is 1,8 million persons. (4% of Spain population)

## 41. SALKATU: Developing a Line Voice Control classification of clothing and other used objects by Koopera

Koopera is a group of social initiative cooperatives and social enterprises. The main goal is to fight against social exclusion. The promoters are nonprofit cooperatives Rezikleta, Berohi, Ekorropa and Ekiber, together with Caritas Bizcaia as a partner.

Koopera Members:

- Rezikleta, S. Coop [www.rezikleta.com](http://www.rezikleta.com) (Waste treatment and environmental management)
- Berohi, S. Coop [www.berohi.com](http://www.berohi.com) (Textile Reuse)
- Ekorropa, S. Coop [www.ekorropa.com](http://www.ekorropa.com) (Second Hand Shops)
- Ekorrepara, S. Coop [www.ekorrepara.com](http://www.ekorrepara.com) (Reuse of appliances and electronical devices)
- Berjantzi, S. Coop (Textile Reuse)
- Lanberri, S. Coop [www.lanberri.org](http://www.lanberri.org) (Social Inclusion)
- Ecolabora (Textile Reuse)
- Alkar-Biziz S. Coop [www.lanberri.org](http://www.lanberri.org) (Care Services)
- Caritas Bizkaia

Koopera Social Network is a project based on the three principles of the ECONOMY SUSTAINABLE (social, environmental and economic):

SOCIAL OBJECTIVES:

- Intervention to provide spaces for social inclusion.
- Labor insertion
- Social Awareness
- Research in seeking opportunities for social job creation:



ENVIRONMENTAL GOALS:

- Activities that generate ENVIRONMENTAL BENEFITS
- Environmental Awareness actions

ECONOMIC OBJECTIVES using as a basis the SOCIAL ECONOMY

We chose the legal form of COOPERATIVE to be a model based on people encouraging their participation and empowerment.

We focus on a model non-profit, following the principles of the "Solidarity economy"

Contact person: Josetxu Gonzalez

[www.koopera.org](http://www.koopera.org)

## 42. SMART Ib by SMART Iberica de Impulso Empresarial, S.Coop.And.

The cultural and creative industries sectors are becoming key social and economic players in the knowledge economy. However, the "intermittent" situation of creative workers contributes to the "informalization" of their jobs and prevents them from accessing social benefits. Back in 1998, a group of Belgian artists and creative workers founded Smart.be to provide an administrative support to their work and allow them to have a sustained income source. Fifteen years later, Smart Iberica was founded last March 2013 in Andalusia (Southern Spain, one of the regions with the highest unemployment rates in the EU) in collaboration with the Belgian organization and a European umbrella funded to support the adaptation of the Smart model to national contexts in the rest of Europe. Using a new social economy form (umbrella cooperative), the Spanish headquarters of Smart Iberica will be based in Malaga while regional offices will start functioning in all 17 Autonomous Communities.

The initiative departs from covering a very micro vital need: offering an administration platform to members to maintain an employee status in order to benefit from social benefits. Once a critical mass is achieved via a common "resource pot", projects and initiatives are launched to provide additional projects to the members. By so doing, they make visible a whole sector and, in the process, consolidate the cooperative as interlocutor with private actors and public administrations, thus achieving a systemic change.



Contact person: Jose Manuel Martínez

[www.smart-ib.org](http://www.smart-ib.org)

### 43. CIEN PIES, Walking together to the school by Laboratorio de Transporte Sostenible, s.l.

CIEN PIES aims to educate the citizens of the future. Kids learn security, health and sustainable mobility, at the same time that current contamination and traffic congestion around schools decrease. CIEN PIES is an action to improve the environment. It allows that organized groups of Children go to and from school in a fast, safe and sustainable way. CIEN PIES walks under the supervision of professionals



called guides and volunteers. Groups of kids, between 4 and 11 years old, walk together to the school on a row guided by a tutor, discovering their village/town with security. CIEN PIES is a way to go to school we are rediscovering in many cities. Walking. The Because it is safer and is more beneficial to their education. Because it is funnier, cheaper, healthier, greener, and more civic. CIEN PIES is the Spanish funny name for a little caterpillar. It means literarily "hundred feet".

CIEN PIES is a project from Laboratorio de Transporte Sostenible, s.l. that combines innovative technological solutions with a service oriented to child education in health, safety and sustainable mobility.



The Kids are equipped with CIEN PIES identity card, received after subscription. We use RFID cards, so identification is easier either visually, either electronically, as Smartphone

can read them. RFID card can be configured for Public Transport. The Smartphone of the guides manages access and provides also geolocation. The intelligent database allows autonomous management of participants. All this provides a more economical, easy-to-use and reliable solution.

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**[www.cien-pies.es](http://www.cien-pies.es)**

## 44. Trip-drop, travel and give by trip-drop viaja y ayuda

Trip-drop is based on a web-site that publishes an updated and documented list of needs that different kinds of centers worldwide have (schools, orphanages, NGOs). The purpose is that travelers around the world check those needs on the web before travelling and bring them directly to the centers (school materials, medicines, rain clothes, etc.). Through the database they can select a destination in the list of countries published and find out how, where and who can be helped.

Besides, the same traveler during his/her trip can find out more needs in other centers visited, and bring the information back to trip-drop.

Goals:

- The help is the needed one  
No intermediaries, delivery is straight forward
- Small social projects over the world to be known.
- Brings help to one of the main NGO budget problems, logistics.
- Impacts travelers' sensitivity -> real human experiences

We are in constant contact with the local contacts so they regularly update their local needs and give us feedback on the help delivered.

Innovative character:

- No money involved
- Locals return by recommending the traveler places to visit, new experiences that they would've never found in the guidebooks otherwise.
- It's not charity, it's an exchange. "I help covering your needs, and you show me your project /culture/life"
- It's a new idea. We didn't find a similar project elsewhere
- The ratio of scalability is huge. We've done all the above with only 4500€ (own resources)

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## 45. UEIA by ASOCIACION UEIA

UEIA is a project inspired by the lack of understanding of technology based social entrepreneurship and its relevance in terms of sustainability and impact. New technologies provide a completely different approach to social entrepreneurship and a new set of opportunities in terms of scope, impact and sustainability. UEIA founders bring together expertise on the social sector, entrepreneurship,

investment and creation of new tech-based start-ups among others. The main objective for UEIA is to promote social entrepreneurship, using new technologies as its core platform to attain optimum sustainability and social impact. In meeting this goal, different products have been designed to create an ecosystem that promotes tech-based soc.ent. Using the latest start-up related methodologies, the product range goes from: UEIA Generation 2-day workshops that help transform a concept into a project (1<sup>st</sup> ed. 50 projects), UEIA Ignition 3-days with experts to help design viable pilots (160 applications, 18 finalists), UEIA Accelerator selecting 12 projects to provide solutions to a wide range of social problems, completing a 6 month program that provides access to expertise needed to launch a sustainable tech-based, social business model. Throughout this first year UEIA has been in 25+ events promoting tech based soc.ent, involved 150+ experts as mentors, worked with 600+ entrepreneurs directly and actively promoted tech based soc.ent concept thru social media.



For the first time, a start-up based approach is applied to social entrepreneurship with an understanding of the advantages provided by the use of technology. From economic sustainability, to competitiveness, scalability and scope and, in terms of social impact measurement with focus on inputs, outputs, impacts and even attribution. For UEIA Accelerator 1<sup>st</sup> edition we are providing high end start-up consulting to 12 projects that provide tech based social solutions to: people with disabilities, responsible consumption, environmental, care for the elderly, among others.

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## 46. Social Innovation Park by Denokinn

The Social Innovation Park (SI Park) will host in the Greater Bilbao area of Northern Spain consolidated third sector initiatives and emerging innovation projects aiming to create the new "Social Silicon Valley". All of them will benefit from the new resources incorporated to this initiative: the Social Innovation Laboratory (G-Lab), the Social Innovation Academy and the Social Enterprise Generator. SI Park is a pioneering infrastructure promoted by Denokinn, the Basque Centre for Social and Corporate Innovation, which provides the best environment for third sector entities to cooperate, learn from each other and to build new shared enterprises.



Designed and nurtured for over a decade, the Social Innovation Park will start operations in June 2010. Initially, the Social Silicon Valley will cover 72,000 square metres located in Santurtzi, 25 km away from the Bilbao international airport. SI Park will host a laboratory for identifying emerging social tendencies (G-Lab) applying participatory democracy methodologies. G-Lab will evaluate current social services provided by the public administration to design and develop innovative test beds.

SI Park will provide on-site and on-line training to bring fresh ideas to services provided by third sector institutions, organizations and enterprises.

Collaborating entities within the SI Park will be offered the opportunity to incubate new social enterprises and emerging tendencies identified by the G-lab will encourage SI Park membership.

The whole social welfare system is reinventing itself with new paradigms. Denokinn offers a sustainable and equitable approach to the structure and management of social innovation ventures, spaces and innovative tools to help social entrepreneurs, existing companies and policy makers to evolve in the social innovation paradigm. The integral approach offered by the SI park is a disruptive approach to improve social innovation. SI Park offers a great opportunity to participate in advancing the process of social innovation from a totally new perspective.

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**[www.denokinn.eu](http://www.denokinn.eu)**



## 47. Establish Social Enterprise for the benefit of helpline and information service providers by Helplines Partnership (HLP)

In less than 1 year HLP has become the largest umbrella body for providers of helpline services, delivering a comprehensive range of training, quality standards, telephony systems and other member benefits.

Its goals are:

- Accessibility – providing inclusion with access to member service development.
- Leadership – upholding of values, profile and presence in sectoral policy.
- Quality – dynamic aspirational standards that inspire sectoral investment.
- Innovative – stimulating growth by research, learning and best practice.
- Business Growth – ensuring accountability and support to membership needs. Methods used and impacts:

Deployment of a combination of technology resources to provide remote working for a geographically diverse team, enabling recruitment and retention of qualified and experienced staff anywhere in the world, working collectively and efficiently through an IT Cloud and a Virtual Call Centre System.

Operating as an award-winning social enterprise, Helplines Partnership leverages its capability to bulk buy from external suppliers and develop its own innovative products/services to deliver high quality value for money services for the benefit of members and helpline users.



Our social contribution enables our sector to achieve sustainability, create employment and address the support needs of the most vulnerable individuals within our society

Contact person: Mirelle Frost

[www.Helplines.org](http://www.Helplines.org)

## 48. HCT Group by HCT Group

HCT Group (known then as Hackney Community Transport) started in 1982 in the grip of a recession. With a handful of minibuses and reliant on volunteers, it provided subsidized transport for older people, people with disabilities and community groups in the London borough. In 1993 it decided to replace its grant income with profits from commercial contracts, in order to sustain its ability to provide community transport services. To deliver those contracts, the social enterprise hired and trained people who had been long term unemployed. This is something HCT Group continues to do, having a positive impact on people's lives and communities across the country.

The organization increased its turnover from £202K in 1993 to £28million in 2011. It has depots across London, Yorkshire, Humberside, the South West and Channel Islands, a fleet of over 360 vehicles and employs 630 people. HCT Group reinvests its projects in the communities where they work and into training the long term unemployed.

HCT Group earns its revenue from commercial contracts, but they do this to create community not shareholder value. Their bids are characterized by innovative solutions that maximize community benefits. For example, when HCT Group expands into a new area, they develop local governance structures to be accountable to the local community. They also reinvest profits back into the communities where they are earned to support more transport projects and training the long-term unemployed.



Contact person: Dai Powell

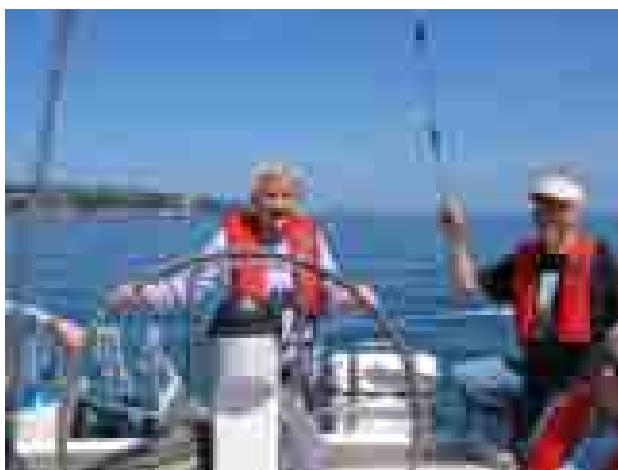
[www.hctgroup.org](http://www.hctgroup.org)

## 49. Sandwell Community Caring Trust by Sandwell Community Caring Trust

Sandwell Community Caring Trust (SCCT) cares for over 700 disabled and disadvantaged adults. They first "spun out" from their local authority in 1997 to help make savings - Sandwell Metropolitan Borough Council needed to reduce its social care budget by over £8m and a range of highly valued services were in danger of being closed down. More than 80 staff is transferred across to SCCT, which was given a five-year contract to run a number of care homes on behalf of the local authority. As a result of its success, SCCT has expanded the range of services it offers including respite care, and supported living for children and adults with physical and learning disabilities.

From the outset, the organization has focused on staff empowerment and wellbeing. "What we understood, very early on, was that if we wanted the people we cared for treated with dignity and respect, treated properly and made to feel good about themselves, we had to do the same for the people who cared for them. There is a real link between how we feel about ourselves, and how we treat other people" says CEO Geoff Walker.

SCCT devolved more control to staff, cutting management and administration costs from 20% to 6%. SCCT empower their staff that get more say over the services they provide, the way they work and how they can best meet the needs of their patients and communities. Staff sickness levels are down from an average of 22 days a year to 0.7 days. Staff turnover is also down to below 4%, enabling the company to invest more in resources and long term training while retaining staff terms and conditions.



**Contact person: Geoff Walker**

**[www.sandwellcct.org.uk](http://www.sandwellcct.org.uk)**

## 50. ACDiversity Mentoring & Enrichment Programme by African & Caribbean Diversity

Inspirational, empowering and supportive are three of the common adjectives used by the students to describe our programme. Rewarding, satisfying and enriching are words used by our mentors to describe their involvement and contribution to our initiative.

Since 2003, under the direction of our Board, the ACDiversity Mentoring and Enrichment Programme has been bringing together volunteer mentors from city-based companies, largely from the financial and legal sector, and under-privileged 14 to 16 year old black British young people. The key aim of this highly intensive, early-stage interventionist, 4-year programme, is to improve their academic and career prospects.

Whilst the project does not exclusively target black youth in inner London schools, it remains steadfast in its focus to attract those pupils identified by their schools as having academic potential, but who come from households that face inter-generational economic and social exclusion, as a result of poverty. This exclusion can deny them the information and self-belief needed to either continue education post age 16 or to access higher education, especially to UK's most competitive universities.

We work with schools, parents, volunteer mentors and young people bridging the gap with the world of work. This programme is effective due to the frequent 1 to 1 mentoring, which is key to building trust and cohesion between diverse groups. Stronger links and better understanding, between employers and young people, are forged through mentoring, company insight days and internships. Given the high levels of global youth unemployment, this type of initiative is crucial to tackling this challenge.



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## 51. Pants to Poverty by Pants to Poverty

Pants to Poverty was established in 2005 by the youth group of Make Poverty History. The group was inspired by Mandela's word that a "generation must rise up and Make Poverty History... let your greatness blossom" and decided to found a company which sources organic cotton fields from natural non GMO seeds in the village of Semla in India. The company has built a totally unique model funded through crowd funding campaigns and achieving sales of just £250k per year through 200 stores across 20 countries. Run with a lean core team, the company is developing a new 3D profit and loss tool which it will launch as an open source resource in 2014 to assist companies to measure, communicate and allocate a value to the social, environmental and financial profits that they generate. At this point the company will also begin to scale up its activities.



Motivated by achieving positive social impact, Pants to Poverty have established farmer-run natural seed companies which sell fair-trade cotton to other brands, as well as developing new pricing models to deliver a living wage in the carbon neutral factory where the pants are made. Education is also important – not only do Pants to Poverty support education programmes in schools local to their cotton production, but they have also developed a unique entrepreneurial education programme in the UK.

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[www.pantstopoverty.com](http://www.pantstopoverty.com)

## 52. eBay for Charity by eBay and PayPal

Through eBay for Charity, we enable and encourage people to support good causes when they shop and sell online.

Our unique approach incorporates charitable giving within ecommerce, providing an opportunity for eBay's visitors to buy items from charities, or to give to charity when they buy or sell. eBay for Charity lets:

- Charities sell items for free on eBay, as eBay waives their fees and provides extra promotion.
- Buyers add a donation to charity when they make a purchase, simply by ticking a single box.
- Sellers pledge to donate a percentage of their proceeds to their chosen charity, enhancing their online reputation and promoting a good cause through their listings.

In the UK, 7,500 UK charities have registered for our platform, with over £45m raised for good causes since 2005. At present, almost half a million live listings on eBay.co.uk are in support of UK charities, and last year nearly 2 million people helped raise £13.2m for good causes. In late 2012, we launched eBay fuer Charity in Germany, and over 50 charities have already registered. We intend to grow the programme across Europe in the coming years.

Through technology, eBay for Charity makes connections between people and charities that otherwise would not be possible. With a few clicks, we enable eBay users to connect with their chosen causes, make easy and quick donations online, and to make others aware of their donation, spreading awareness of their cause.

In addition, we have provided the largest ecommerce platform for charities in the UK, with charities' reporting that 74% of their online sales are generated through eBay.



Contact person: Nick Aldridge

[www.ebay.co.uk/charity](http://www.ebay.co.uk/charity)

## 53. Little people with big ideas can change the world by Bonsai Bison

Bonsai Bison is a collective of initiatives and social businesses that is based firmly on the mantra that 'Little people with big ideas can change the world'. In the first instance, we want to show charities that doing good for the planet and society can be run as an income-generating business. While on the flip side, we want to show businesses how that 'doing good' can be interwoven into a viable business strategy. Ultimately we want to see all business include a social mission in their model.

Our method is simply to demonstrate what works. We do that by realizing ideas; for example, the collective currently includes:

- The original Bonsai Bison: a consultancy offering support to charities, corporates and social enterprises who want to work better together;
- Naked Bison: where nothing goes to waste; we make new stuff out of old stuff while providing training and employment opportunities to young people wanting careers in design, manufacture and business;
- Brendan Lloyd & Me: an initiative and research project giving people the space to use the arts to reconcile, giving support where it's needed, if it's wanted.

The method for approaching social enterprise is 'find a social issue and solve it using enterprise'. Therefore, social enterprise often struggle as viable businesses. The Bonsai Bison collective is innovative because it starts with profitable business models, building in the social mission to maximize prospects and sustainability. But most importantly, we operate a co-operative model supporting each other and advocate collaboration where ever it makes sense. The more we collaborate, the more innovation we can generate and the more impact we can have!



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## **54. Micro-enterprise support by Community Catalysts**

### **CIC**

Community Catalysts is a Community Interest Company launched in January 2010 by the charity Shared Lives Plus representing Shared Lives and small community services. Community Catalysts works through local partners to support the development of sustainable local enterprises delivering services that people can buy to live their lives. The aim is to enable individuals and communities to use their gifts, skills and imagination to provide real choice of small scale, local, personalised and high quality services (for local people who need care and support).

Micro- providers are local people providing support and services for other local people by running a micro-enterprise. They work on a very small scale (a 'micro-enterprise' has five or fewer workers – paid or unpaid).

The business models used by micro providers are on a continuum from fully commercial at one end to fully voluntary at the other. From our work we know that 30-40% of micro-enterprises are delivered on a voluntary/semi voluntary basis. Only some of the providers are delivering a formal health or social care service that requires regulation by the government regulator.

People buy support and services to help them to live their lives and so many micro-enterprises deliver services that fall outside health and social care. Leisure and arts, well being, friendship, holidays, transport and food are important to all of us.

Only a few micro- entrepreneurs are able to develop successfully without support. National experts estimate that for every 100 people in a community with a great idea only 1 will turn that idea into a successful enterprise. The Department for Business Industry and Skills state that 90% of micro-enterprise start-ups fail within the first year. Community Catalysts is working to create an environment in which many more of those 100 people with great ideas can turn their idea into a legal and sustainable enterprise.



## 55. Community Legal Outreach Collaboration Keele (CLOCK) by Keel University

This project was initiated in response to the reports presented by partners on the significant withdrawal of legal aid and impact on the unmet legal need. For the past 10 years I have led initiatives to build partnerships with the legal profession and the local community to transfer knowledge and actively engage and apply our skills.

There are 3 strands to this project, Companions, Education and Research. The legal companions services assist with access to legal services (public safety, housing, welfare, employment, family relations) by offering Community Legal Companions, trained to assist you with application forms, arranging paperwork, accompanying in formal proceedings and attending to take notes.

The Community Legal Outreach Collaboration Keele has an overall objective to develop a public, private and third sector national model for responding to unmet need in community legal services. It has established a new legal role - The Community Legal Companion - which, having undergone training to be provided by all partners can provide support and assistance to litigants in person and referral to specialist providers.

This partnership seeks to serve local community legal needs, through direct assistance provided to vulnerable individuals whilst also supporting community legal providers to offer their services at an affordable cost.

The planned withdrawal of legal aid leading to a demand for the service, and based on a pilot of CLOCK running since October 2012. Since CLOCK's inception there has been an increase in demand of 1) direct community requests for support 2) student feedback requesting training 3) public, private and third sector partners requesting to join CLOCK.

The collaborative network will enhance the capability of all providers to continue to provide a social welfare legal service at a time when public funding is being withdrawn. The pooling of costs and expertise will generate an enhanced capacity to respond to acute social and legal need. This is an innovation in legal services.



**Contact person: Dr Jane Krishnadas**

## 56. Suicide Prevention and Postvention training and education by STORM

Suicide is a major health concern. It is amongst the top 20 leading causes of death globally for all ages. Every year, nearly one million people die by suicide; approximately one death every 40 seconds.

As a not-for-profit Social Enterprise, STORM® provides highly successful evidence-based suicide prevention, postvention and self-harm mitigation skills training programmes to frontline staff. With frontline staff trained in risk assessment and safety planning, a person thinking about ending their life is more likely to receive help and support.

STORM®'s mission is to challenge the 'fear' surrounding suicide and to encourage open and clear communication between services enabling people who are in psychological pain to access the help and support they need.

Recipients of STORM® training challenge their 'fear' directly, and are encouraged to:

- Face the fear of asking about suicide and self-harm...
- Engage with the person in distress with compassion...
- Acknowledge and validate the pain the person is feeling...
- Respond appropriately, enabling the person to access the support they need...
- The 'Challenging F.E.A.R Model'
- With the profits we make, we aim to:
  - 1: Provide free or subsidized training and education for community groups or charities who do not have the financial capacity to pay.
  - 2: Fund research and development work at the University of Manchester (The STORM® Project)

STORM® training was developed in the 1990's at the University of Manchester. Studies found the training to be successful and highly valued.

In 2003, The STORM® Project, a not-for-profit venture within the University, was created offering STORM® training packages commercially. Income funded research and development of the training packages.

In 2012, STORM® Skills Training CIC began trading independently of the University. Since 2003, STORM® has secured over 180 Licence Agreements, trained 580 Facilitators nationally and internationally, and rose over £1M in income from sales.

## 57. Global Solutions Networks

Global Solution Networks ('Understanding the New Multi-Stakeholder Models for Global Cooperation, Problem Solving and Governance') is a new, landmark study of global networks for cooperation, problem solving and governance. Through a series of major research projects led by global experts, it will address the growing urgency to rethink our aging global institutions, identifying and explaining key issues, strategies and approaches that can help new and innovative platforms scale and become material on the global scene. Joining institutions, corporations and individuals from around the world in this program to create a series of publications, and ultimately a book authored by contributing members, members will explore, explain and illustrate emerging models for policy choices and business investment. Find more information in the prospectus here. The GSN research projects will help members build their own roadmap for decisions and investments by:

- Developing a robust taxonomy of the emerging models of global cooperation and platforms for problem solving (see p. 6)
- Gathering a rich set of global case studies surrounding this taxonomy
- Analyzing the challenges and obstacles to these new platforms, including legitimacy, accountability, participation, representation, power and relationship to international organizations and nation states.

### “Lighthouse Case Study”

In 2000 the European Union launched the Lisbon Agenda to make Europe ‘the most competitive and knowledge-based economy in the world’. Despite seven years in the last decade being deemed the time of fastest economic growth in human history, 10 years later the strategy was assessed a failure. By the end of 2008 the EU had fallen into its worst economic crisis since the end of WW2 and has not come out of it yet. Because of the economic crisis and the austerity measures most governments have introduced people are suffering, especially the most vulnerable groups.

Since 2008 an informal network of individuals within and outside the European institutions started looking for new solutions to be included in the economic strategy of Europe. This is the story of how a group of individuals and organisations from different sectors and nations came together to influence the EU’s policies and develop solutions which could meet both economic and social goals, and equally engage people to take part in tackling the issues affecting their lives and their own communities. The result was the inclusion of social innovation in the innovation strategy of the EU launched in 2010; and the *Social Business Initiative* in the *Single Market Act* launched in 2011.

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## 58. MedESS

Euclid Network is a partner in the project MedESS, funded by Credit Cooperatif and MACIF, which works to foster social economy and enterprise and engagement in Arab countries. The Mediterranean has felt the effects of the multiple global crises more harshly than anywhere: a loss of its bearings, mass unemployment, an increase in poverty and intolerance, the crumbling away of governance. The surge of protest movements and the regeneration of democracy which we have witnessed in the Mediterranean region and, to a lesser degree, the emergence of social dissent in Mediterranean EU countries, point to the general dissatisfaction of a youth that have been excluded from social well-being and from comfortable living standards. What if this context signifies an opportunity? What would happen if the people in the Mediterranean could jointly reinvent a shared sense of citizenship? What if economic and social democratisation went hand in hand with a much-needed reconstruction of political democracy? The conditions for such a movement are all in place and there is also a sense of urgency. This coming May, MedESS 2013 will bring together people who have another way of understanding entrepreneurship. But rather than just an event, MedESS is primarily a process. The project aims to promote a Social and Solidarity-based Economy which is decidedly entrepreneurial, which is attuned to the needs of each territory, is geared towards the common good, acts in the public interest, and advocates the involvement of its citizens, active participation, and non-discrimination. A Social and Solidarity-based Economy that takes action, transforms society, and causes disruption. This is an essential precondition for rewriting the social contract that structures our nations.

### **Objectives:**

- **Opening up of industries and territories:** Both during its preparation phase and during the event itself, MedESS aims to tear down barriers and multiply ties, links, and synergies by favouring multilateral cooperation between different generations, industries, institutions, and territories.
- **Mobilisation of resources and involvement for a given event:** Involvement (before, during, and after) is the core idea of our approach. A social commitment which will require the involvement of everyone: governments, international institutions, experts, networks, companies, and project initiators.
- **Stimulation of innovation in the field:** **MedESS 2013** is the meeting point for people who materialise ideas. The event, as well as its prior preparation and its subsequent effects, will centre around 6 sources of activities and 3 resource cross-industries.

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## 59. Together Toward Europe

This project, coordinated by Cenzura Plus, will produce 15 TV shows with EU content - promoting EU values and intercultural dialogue in the region, the status of women in politics, and talk about challenges faced by CSOs from candidate countries in the process of accession to the EU. It aims to improve the status of CSOs in Croatia and the surrounding regions, through increasing visibility in the public using local stations reaching roughly 500,000 citizens in Croatia.

It also aims to foster Croatian, and other candidate countries', civil society debate related to European values and democracy, as well as the challenges that face CSOs on the way to EU accession - this will be done through cooperation with CSOs during the EU level roundtables and a study tour in London.

### Euclid Network's Role:

- Dissemination of information about the project;
- Participate in 3 roundtables (2 in Croatia and 1 in Skopje about challenges faced by CSOs from candidate countries in the process of accession to the EU)
- Participate in the TV show Cenzura as a guest to encourage CSOs from Croatia to play an active role in this transition process.
- For more details visit the Delegation of the European Union to the Republic of Croatia webpage on the project [here](#)

### Project partners:

Cenzura Plus is a non-profit CSO situated in Split that uses independent media (TV) production, out-of-institution education and public advocacy to promote human rights, media freedoms and the development of civil society - with the aim of building a modern and democratic society in Croatia.

## **60. Inclusion of financial sector in support of non-profit sector sustainability**

In the framework of identifying how financial institutions can be supportive and proactive, responding to civil society needs, Partners Albania Centre for Change and Conflict Management together with Euclid Network and Banca Intesa SanPaolo launched the initiative for the inclusion of financial sector in support of not-for-profit sector sustainability. The theme of the first consultation meeting was “Potential Cooperation between Civil Society Sector and Intesa SanPaolo Bank” and it was held at the headquarters of Intesa SanPaolo Bank on the 28<sup>th</sup> October 2011.

### **Objectives**

- To understand and address the needs of Albanian Civil Society Organisations (CSOs) on financial inclusion;
- To discuss possible cooperation between the Bank and civil society sector, focusing on areas/products/services;
- To identify concrete next steps for future cooperation.

A presentation of the services that the bank currently offers and some best practices (like Social Innovation Competition – Naples 2.0, organised by Euclid Network) were presented and followed by a lively discussion, in which some interesting ideas have arisen:

- Urgency to have dedicated services for CSOs – especially loans and bank accounts;
- Liquidity is an issue for CSOs and an overdraft facility could be a product to be developed by the bank;
- Development of innovative ways of co-financing projects;
- Reducing bank fees, which have recently increased

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## 61. Erasmus for Social Entrepreneurs 3

Following on from our success with our first Erasmus for Social Entrepreneurs project, Euclid Network is now coordinating another round of the European Commission's Erasmus for Young Entrepreneurs programme, funded by DG Industry and Enterprise. With partners in France, Italy and the UK, our partnership is able to provide successful matches for both host and new entrepreneurs across Europe.

The Erasmus for Young Entrepreneurs Programme aims to foster entrepreneurship across Europe through the organisation of partnerships between aspiring and experienced entrepreneurs. International exchanges are arranged within the European Union allowing "new entrepreneurs" (NEs) to gain experience and contacts that will help in the ultimate launch of a new business. Meanwhile "host entrepreneurs" (HEs) are able to benefit from the fresh ideas and perspectives offered by "new entrepreneurs".

### **Euclid Network's role**

Euclid Network is an intermediary organisation and leader of the SEED 3 consortium, a European consortium focused on social entrepreneurship. The Network coordinates entrepreneur relations and consortium partners in the UK, Italy and France.

As experts in the field of social enterprise, Euclid Network is particularly keen to place aspiring social entrepreneurs with host organisations.

### **Project partners**

- Social Enterprise Europe (SEE) - UK
- Project Ahead - Italy
- DemNet - Hungary
- Centre des Jeunes, des Dirigeants, des Acteurs, de l'Economie Sociale (CJDES) - France
- St Peter's Partnerships - UK

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## 62. Change Nation by Ashokha Ireland

Change Nation is a social innovation platform bringing together 50 of the world's leading social innovators to start working on some of Ireland's greatest challenges in education, health, environment, economic development, civic participation, and inclusion.

In March, we held a series of interactions with Ireland's established and emerging change leaders across sectors, cultivating demand and strategy for many of these solutions to spread in Ireland – an unprecedented collaborative effort. Their work is now beginning to take hold and grow around the country.

However, Change Nation is about more than importing social innovations into Ireland. Equally, it is about inspiring and equipping individuals to be a part of change, bringing organizations together to work across sectors, and developing a new conception of value. As the implementation of the solutions continues to progress, Ashoka's mission is to cultivate a whole society that can tackle social, environmental, and economic challenges as they arise.

### **World leaders in social innovation**

Ashoka is the global association of leading social entrepreneurs - men and women with system-changing solutions for the world's most critical social problems. Ashoka bridges the business and citizen sectors, helping to build infrastructure and financial systems to support the growth of the citizen sector.





## 63. The Social Business City by The Grameen Creative Lab

In multiple visits to the city of Wiesbaden, Prof. Yunus has inspired citizens and stakeholders about the concept of social business. In 2010, the seeds he



planted during his earlier visits grew into a network of local stakeholders that share a common vision to form Wiesbaden into a global leader and pioneer for social business in cities. Together with a network consisting of the Mayor of Wiesbaden, EBS university, Wiesbadener Kurier (a local newspaper), Social Business Women (a local initiative for professional businesswomen) and the Wiesbaden Foundation, GCL is working towards addressing the following social challenges in Wiesbaden:

- In one of Germany's richest cities, more than 10,000 children live below the German poverty line or are dependent on welfare payments.
- Mothers and families are struggling with a lack of day care and part-time job opportunities.
- A large share of the population has a migrant background. Only one in ten achieve qualification for higher education (compared to 43% for people without migrant background).
- Particularly young people are suffering from unemployment rates that are above the Western German average.

The goal of the network is to create village-like structures, connect local initiatives and citizens, and support them in utilizing the concept of social business as a means to solve social problems inside the city. Currently 8 social businesses/initiatives are in place and more are in the pipeline.

An important element is the social business fund, which offers innovative investment opportunities – both for companies committed to act upon their CSR strategy, as well as individuals that would like to create sustainable social value with their investments. Companies have the unique opportunity to utilize their core competencies in projects within their strategic scope while at the same time creating significant social impact. In order to break down barriers to starting social businesses, entrepreneurs will gain access to goods and services like start-up consulting, outsourcing opportunities, office space and entrepreneurial know-how and networks.

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