



# Catalogue of good practices

si4si

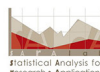
Sharing Good practices for Social Innovation  
project number n° 2017-01-IT03-KA205-010391



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jovesolid  
JOVENES HACIA  
LA SOLIDARIDAD  
Y EL DESARROLLO



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# The project: objectives, organizations and working methodology

## 1. WHY AND WHAT: CONTEXT AND OBJECTIVES OF THE PROJECT

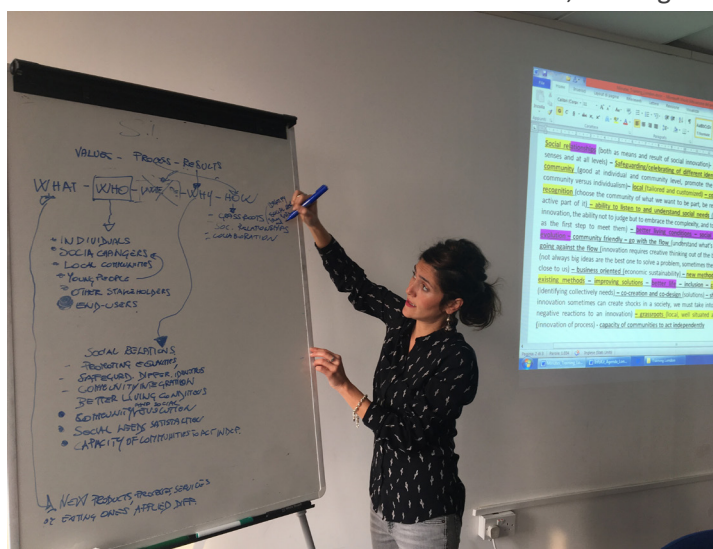
In modern society, any project or initiative, in order to be successful, requires a multidisciplinary, transnational and systemic approach. In particular, when speaking about Social Innovation (SI) projects or initiatives, we start from the assumption that these cannot be limited to a single area of intervention, or a specific development and growth sector. On the contrary, an economic and social development model needs to involve at the same time education, training and work; the public administration and private enterprises; the needs of both youngsters and adults; the quality of life both in the cities and outside of the cities.

Social innovation and entrepreneurship represent types of actions that are useful for the production of social value at different levels: solving social problems, creating occupation and active citizenship among young people, increasing cohesion between individuals and territories.

However, young people do not always take advantage of these innovative actions to make a change in their life and in the society in which they live. The reasons for this, among other things, lie in the fact that there is a certain confusion around the definition of “social innovation”; also, in the difficulty to approach analytically a phenomenon which manifests its characteristics mainly in the practice. Among those characteristics, the most prominent is the fact that social innovation originates from concrete needs and is developed through participative approaches that inevitably transform both the individuals and the communities manifesting those needs. The desire to bring social change, to create a new society, to release the power of cooperation clearly emerges through Social Innovation, but it is not clear how all this can be realised and facilitated. Non-formal education, however, can play an important role in shedding more light on these topics among young people, and support them in their effort to take full advantage of the potential for human and professional development that can derive from SI.

Therefore, the project was motivated by the desire to promote a discussion among European organisations active in the field of youth; Its aim to exchange and share best practices and experiences that are able to help young people understand what it really means to promote social innovation, to develop knowledge and competencies necessary to that purpose, and to inform them on the tools and means available to translate an idea into a successful Social Innovation project.

The strategic partnership “Sharing Good Practices for Social Innovation”, co-funded by the Erasmus+ programme, has



thus been developed to reach the following **OBJECTIVES**:

- To exchange experience, tools and best practices concerning Social Innovation.
- To develop new methods and tools on the topic of social entrepreneurship.
- To equip participant organizations/youth workers with tools and methods for the development of social entrepreneurial skills among young people.
- To provide young people with information on how to develop, validate and implement social entrepreneurial projects and enterprises and to develop participants' entrepreneurial skills.
- To provide participants (i.e. young people and others) with information about opportunities of the Erasmus+ Programme and to support the establishment of new partnerships.
- To develop solidarity, promote tolerance and foster mutual understanding between people with different backgrounds through initiating intercultural dialogue between them and common transnational projects.

The **EXPECTED IMPACTS** the project aims to produce on the medium and long term are the following:

#### **ON PARTICIPANT ORGANISATIONS:**

- Deeper understanding of the chances for growth, modernization and innovation offered by European cooperation
- Increased opportunities for networking and cooperation at local and European level
- More effective performances while working with and for young people in the field of social inclusion, social innovation, entrepreneurship and employability

#### **ON YOUTH WORKERS:**

- Strengthened and valorised transversal skills (project management, social and communication skills, team working)
- Strengthened and valorised intercultural competences
- Increased ability to encourage entrepreneurial skills among young people and to help them develop sustainable ideas of social innovation
- New opportunities for personal and professional networking at local and European level
- Deeper sense of their EU citizenship

#### **ON YOUNG PEOPLE:**

- Increased initiative and entrepreneurial spirit, as well as active citizenship
- Facilitate the development of SI entrepreneurial initiatives which are in line with the market needs and sustainable when it comes to sensitive issues like corporate social responsibility, environment protection, health, gender, etc.
- Support of their employability and – by means of that – their social inclusion
- Better understanding of their personal and professional goals

#### **INDIRECT IMPACT ON OTHER PUBLIC AND PRIVATE STAKEHOLDERS:**

- Increased collaboration of youth organizations (involved directly and indirectly in the project) with companies, local authorities, social enterprises, other education and training actors



## 2. WHO: THE PARTICIPANT ORGANIZATIONS

The project has been designed and implemented by **seven organisations from six EU countries (Italy, Greece, France, Spain, Poland, the United Kingdom)**, all active in the youth field yet at different levels and from complementary perspectives. Each organisation has thus brought to the project a valuable and varied mix of expertise, experiences and networks in working with young people on the topic of social innovation, social inclusion and social entrepreneurship.



### DEMOSTENE CENTRO STUDI PER LA PROMOZIONE DELLO SVILUPPO UMANO

“DEMOSTENE – Study Centre for the Promotion of Human Flourishing” is a nonprofit organisation. It was established in July 2014 by five young adults whose wish is to combine their skills to create better working conditions for themselves and for others, new opportunities for local flourishing, philosophical and social research about what society needs to be more fair, cooperate to the Flourishing of the South of the World.

To achieve these general aims, Demostene realises workshops, counselling, courses and fundraising campaigns in order to promote: digital skills and decrease digital divide; active citizenship and the pivotal role of civil society; the sharing of cultural and social differences through European citizens of different Countries and people of the rest of the world; microprojects of cooperation together with partner organisations present in the South of the World; peace education; studies and knowledge of the basic income guaranteed policy.

Website: <https://demostenecentrostudi.org>

### SARA LAB BY ESPERO SRL

S.A.R.A. Lab (Statistical Analysis for Research and Applications) is the Statistical Division of Espéro Ltd, a spin-off company of Salento University, specialised in advanced training and strategies of intervention within organizational and community contexts. Espéro’s mission is to promote education and social innovation, also with the support of ICT, audio-visual and multimedia tools. S.A.R.A. Lab contributes to the mission through consulting services for public institutions and private organisations, using statistical analysis as a tool of investigation and interpretation, observation and forecasting. It promotes forms of collaborative and interdisciplinary research and methodologies for quantitative analysis in the socio-economic field and actions to support the training of young people, youth workers, students, researchers and professionals.

Website: <http://www.sara-lab.it>

### JOVESOLIDES

Jovesolides was created in 1999 in the priority area of La Coma, in Paterna, but its origins go back to 1995. That year, ‘La Coma’ Colegio Mayor was established. At that time, the educational body’s young students were providing support to the neighbourhood’s residents and associations, and they organised and formed the association. Objective: to provide continuity for the various solidarity initiatives that have been developed. The essence of such a unique context, full of intercultural richness and social commitment, and led by youth, has guided each step taken by the organisation.

We work for equal opportunities in development, and we promote an active global citizenship that is committed to its environment. And we also promote human rights, respect to diversity and pluralism, within the framework of a Social and Democratic State of Law.

Website: <http://www.jovesolides.org>

## INTER ALIA

Inter Alia is a civic organization and think-tank based in Athens, Greece. Its mission is to raise the capacity and awareness of European citizens on available channels for acting, participating and shaping Europe.

Its tools for action are:

- Analysis - Publish original analyses that touch upon contemporary developments and aspects of Europe and communicate them in an understandable way;
- Research - Publish original multidisciplinary research pieces and collections related to cultural, political, social and economic issues of Europe;
- Debate- Promote interaction between experts, stakeholders, policy-makers and the public through workshops and seminars with the underlying aim to make our notion of Europe more popular and understandable;
- Networking- Support and promote views and activities of organizations that share our vision for an active and assertive European demos.
- Affiliations: Civic and Youth organisations; Think-tanks; Schools and colleges.

The main areas of expertise are: Training for professionals in the education sector under the KA1 Staff Mobility: these courses focus on languages, digital classrooms, new teaching methodologies; welcoming and organising high standard work experience in London; English Courses, through partnerships with numerous UK based language schools, and Consulting on European Programmes funding procedures.

Website: <http://www.interaliaproject.com>

## UP2EUROPE

Up2Europe is a company based in Marseille (France) that provides online services for international cooperation, including the creation of a web platform for matchmaking services employed for European Partnerships, Clusters, Eco-systems, Business Clusters, and so on.

It is an Idea accelerator for European projects and a social network for all of those who are interested in:

- joining or creating a European Partnership
- consulting the European Commission's calls for proposals
- consulting the largest database of European Projects
- looking for local consultants available for support in the fields of public funds.

An ideas section helps users to exchange between each other and gives the opportunity to find partners to take part on European projects.

Since February 2017 a European Project search engine has been integrated into the platform to help users to create innovative ideas through an archive of around 125,000 indexed projects.

The platform covers a network of around 6500 registered users including several government agencies, research institutes, universities, start-ups, SMEs and a large number of European consultants and agencies from all over Europe. More than 3000 messages have been exchanged so far on the platform and many European partnerships have been created thanks to Up2Europe.

Website: <http://www.up2europe.eu>

## KAIROS EUROPE

Established in 2011, Kairos Europe is a London based organisation promoting international education and training. We are dedicated to implementing programmes fostering cooperation and intercultural exchanges between European countries.

Its mission is to provide quality training opportunities for learners of all ages, to help build on their skills and knowledge, nurturing positive life changes as well as improving career prospects.

They have contributed to the promotion and implementation of several international projects within the framework of established European Programmes.

The main areas of expertise are: Training for professionals in the education sector under the KA1 Staff Mobility: these courses focus on languages, digital classrooms, new teaching methodologies; welcoming and organising high standard work experience in London; English Courses, through partnerships with numerous UK based language schools, and Consulting on European Programmes funding procedures.

Website: <http://www.kairoseurope.co.uk>

## FUNDACJA AUTOKREACJA

The Autokreacja Foundation aims at fostering the attitude of active participation in the civil society. Through various initiatives in the field of social economy, we contribute to the civilizational, cultural and economic development of Poland. We want to put the spotlight on problems of diverse social groups that are often marginalized, that is why we focus on cooperation with long-term unemployed, youth from underprivileged regions, unemployed women, elderly people, immigrants and refugees. Many of our projects were designed to favor multiculturalism and intercultural exchange by bringing together different lifestyles, points of view and philosophies. Our conviction that sharing, experiencing and debating are the best ways to progress, permits us to be open to new initiatives and to welcome with enthusiasm possibilities of cooperation with organizations dealing with different domains in many countries and cultures all over the world.

We set up the Autokreacja Foundation because we like working with people. That is why in our projects we invest time and energy in initiatives which give us opportunity to directly interact with people - we organise and run workshops, trainings and cultural events with the aim of helping people of all walks of life and in a variety of life situations develop their potential and communicate with one another.

We started working together in 2010 when our formal activity as a Foundation was registered.

Scope of operation of the Foundation:

- Social projects
- Integration projects
- Occupational trainings
- Educational projects
- International projects and exchanges
- High-quality publications and reports

Website: <http://autokreacja.org/>

## 3. HOW, WHEN AND WHERE: THE WORKING METHODOLOGY

The project consisted of three main activities:

1. Organisation of a Training mobility activity among participant organisations to develop a Common Frame on Social Innovation (SI) and the methodology to be applied within the Local Support Groups (LSGs)
2. Establishment of Local Support Groups in each project partner's country in order to help youngsters better understand the true meaning of Social Innovation, transfer them the necessary key competences, as well as analyse and co-create social enterprises' ideas



3. Sharing of Best Practices concerning Social innovation through virtual and face-to-face transnational meetings and to develop a Catalogue for dissemination and exploitation of the project results



Along with the above mentioned three main activities, participant organisations constantly monitored the smooth project implementation and, in particular, the quality of the results of each LSGs, according to a commonly agreed monitoring and evaluation plan and in order to fine-tune the working methodology throughout the project lifetime. For more details on the evaluation process and reports, please consult [Section 3](#) of this Catalogue.

The five-day peer-to-peer **Training activity**, which took place in October 2017 in London, represented three key steps:

- To discuss and clarify the main elements of social innovation among the youth workers responsible of the LSGs implementation;
- To agree on the methodology to be used during the LSGs;
- To draft a structure of the present Catalogue and to determine how to collect the necessary information and material for its development.

The cooperative learning methodologies used during the training included brainstorming, presentations by partners, factor 5 (a methodology developed by the project partner Jovesolides for overcoming social obstacles), role-playing and simulation. The training was then a chance to test the same learning methodology for non-formal education that would be applied in the LSGs, among the youth workers themselves.

Indeed, the Local Support Groups were designed and implemented as “fora” for discussion, inspiration, non-formal and active learning between young people and other relevant stakeholders (formal education, enterprises, non-profit associations, public sector, and so on) on the topic of social innovation and social enterprise. They aimed at facilitating synergies, promoting the sharing and networking of different experiences, discussing ideas and project proposals for social innovation within local communities, empowering and equipping young participants with entrepreneurial, creative and social skills.

Four LSGs were organised in each country during the project, according to the local, gradual and evolutionary approach decided during the training in London. Although common to all LSGs, this approach remained flexible so as to be better customised to the peculiarities and needs of each country and the target group of youngsters involved.

For this reason, the six Local Action Plans (LAPs) you can find in the [Section 2](#) of this Catalogue, describing the work done and results produced in each country during the LSGs, have the same structure and action philosophy, but give also an opportunity to appreciate the differences between European people, organizations, countries and young people. Differences which are, after all, the very reason why it’s worth exchanging experiences and good practices.

Coming back to the common approach and methodology for the development of the LSGs, thier main elements are described below:

- Introduction to the project.
- Presentation of formal definitions of social innovation and social entrepreneurship adopted at EU and national level, followed by an open discussion facilitated by youth workers and supported by examples of European and international SI best practices.
- Involvement of local social innovators as guests in the LSGs to inspire young people and give them the opportunity to know more about successful practices of SI developed at local level. The local best practices were selected

by the youth workers from participant organisations according to the key concepts relating to SI that emerged during the brainstorming session of the Training in London:

- Social relationships (both as means and result of social innovation)
  - Promoting equality (in all senses and at all levels)
  - Safeguarding/celebrating different identities (at personal level) – community (good at individual and community level,
  - Promotion of the sense of belonging to a community versus individualism) – local (tailored and customized)
  - Community integration and recognition
  - Ability to listen to and understand social needs (as the right approach to innovation, the ability not to judge but to embrace the complexity, and to understand social needs as the first step to meet them)
  - Better living conditions
  - Social evolution
  - Community evolution
  - Community friendly – go with the flow (understand what’s going on around you)
  - Going against the flow (innovation requires creative thinking out of the box)
  - Simplicity of ideas (not always big ideas are the best one to solve a problem, sometimes the best ideas is simple and close to us)
  - Business oriented (economic sustainability)
  - New methods or new application of existing methods
  - Improving solutions
  - Better life
  - Inclusion
  - Co-shaping social needs (identifying collectively needs)
  - Co-creation and co-design (solutions)
  - Shaking and contrasting ( innovation sometimes can create shocks in a society, we must take into account also string or negative reactions to an innovation)
  - Grassroots (local, well situated and located)
  - Process (innovation of process)
  - Capacity of communities to act independently.
- Elaboration of a participatory definition of SI by participants themselves working in groups and by means of brainstorming techniques.
  - Presentation of the SWOT analysis and the (social innovation) business model CANVAS as instruments the young people can use to structure a successful and sustainable project.
  - Identification of the most urgent social local needs by young people working in groups through brainstorming techniques, open discussion, negotiation and other methodologies for making collaborative decision
  - Collaborative drafting of (social innovation) business model CANVAS by young people (with the support of youth workers) to meet the needs they identified in order to help them stimulate their creativity, put into practices the skills they gained during the LSGs, as well as find solutions to concrete social problems.
  - Introduction to policies and funding opportunities at local/regional/national/European level to sustain young social innovation ideas and initiatives.

As anticipated, in the next section **Local Action Plans** you can find detailed information about the work done in each country over the LSGs.

# *Local action plans*



# Italy (Puglia)

## 1. DEFINITION OF SI ELABORATED AT LOCAL LEVEL

During the 2nd LSGs, participants were divided into groups and were asked to answer three questions about the fundamentals of SI.

Before that, Italian youth workers guided youngsters through a process of understanding of the theory and the practice of Social Innovation, according to the following methodology:

1. Presentation of the formal definition adopted at EU level.
2. Open discussion about the EU definition, supported by examples of European and international SI projects.
3. Presentation of three local best practices of SI in the fields of: a) social inclusion of people with mental disabilities; b) environmental sustainability of public events; c) culture (*please see section 2 of the Italian LAP for more detail about the three best practices analysed*). Italian youngsters had the chance to know and get informed on these successful projects directly by the social innovators who designed them and are implementing them now. Trainers, in this case, just facilitated the discussion between participants and social innovators that were invited as guests, while complementing them with food for thought coming from statements about SI of regional public authorities.

Questions and relevant answers by young participants are summarised below:

### **Q1: Which are the main elements characterising a SI process?**

R1: Social networks; consultation and sharing; technology; entrepreneurial spirit; participation; addressing a community need; testing; specific and diversified competencies.

### **Q2: Where does social innovation originate from?**

R2: From the identification of targets' needs addressed by an idea that can satisfy them and from the need to redistribute resources not accessible to the potential beneficiaries of the idea itself.

From a collective process that individuals cannot manage alone.

From the desire to innovate an already existing process to make it more efficient and effective.

From the replicability of a best practice.

In short: from the identification of a specific target's need and the desire to innovate a process also thanks to the replicability of existing best practices.

### **Q3: Which are the most important results of a SI practice?**

R3: To answer a need shared by "many people"; to develop self-consciousness and participation; to improve the quality of life; to achieve a social and economic objective; stimulating supportive networks, community building and a cultural change; to foster social inclusion; to enhance community resources.

## 2. ITALY BEST PRACTICES PRESENTED AND DISCUSSED DURING THE LSGS

- **THE CRITERIA:**

The criteria adopted are in coherence with the Training in London where the first objective was to establish a definition of best practice (to distinguish from “innovative” practice, for example) and the second to define quality criteria that categorise the various practices. Thirdly, a methodology to evaluate practices collected against those quality criteria will be developed.

In particular, we have identified best/good/promising/innovative practices on different social topics (disability, environment, culture) using varying methodologies and criteria to tangibly explain what does Social and Entrepreneurship Innovation mean and how to take inspiration to create new young innovative ideas.



### Div.ergo, Lecce (<https://divergo.org/it/>)

- **DESCRIPTION:**

“Div.ergo” is a project promoted by Divergo Foundation.

- **PROBLEM ADDRESSED:**

It addresses 2 main problems:

- social inclusion among young people and youth with different mental abilities, through a job training proposal;
- the lack of opportunities and initiatives to enhance the participation and empowerment of young people with disabilities.

- **BENEFICIARIES:**

They of the project are 17 young people with intellectual disability.

The project promotes work integration and social inclusion of young people with intellectual disabilities, through a job training proposal.

- **VALUE PROPOSITION:**

Divergo generates value in three main sectors:

**Culture:** Divergo created an artistic laboratory in the historical centre of Lecce where new artists create crafts and items from ceramics, wood and paper. In the laboratory, different processes and techniques are experimented. Artists study arts and travel to the main museums of Italy and Europe to improve their technique and to get inspiration for their own style.

**Relationship:** Divergo generates relationships between Artists and Volunteers. It fosters friendship without wasting time on the job. On the contrary, it gives an additional value in the process and encourages mutual listening that helps with difficulties and discouragements.

**Job:** Currently Divergo has seven employees in its lab, including two young people with intellectual disabilities.

- **IMPACT:**

Divergo promotes:

- The right to work and the social/cultural participation of young people with disability;
- Relationships and friendships between artists with disability and visitors attracted by the art-crafts. Indeed, the visitors discover the value of diversity that creates art;



- Dialogue with Institutions, schools and other organisations in the profit and not-for profit field for the creation of a new vision of disabilities.

- **SUSTAINABILITY:**

Divergo is sustainable thanks to:

- the sales of the workpieces created by the artists (annual revenues more or less than €25,000);
- creation of company gadgets;
- sponsorship and private donations.

It has an agreement with numerous shops in other Italian regions.



## Ecofesta Puglia (<http://www.ecofestapuglia.it/>)

- **DESCRIPTION:**

The project is promoted by CulturAmbiente group. The idea emerged from the fact that in Puglia Region there is a lack of tools to manage cultural festival and wine&food events in an environmentally sustainable way.

EcofestaPuglia was inspired by the fact that wine&food events (they represent a great attraction for tourism in the region) aren't often eco-friendly. There isn't a structured and incisive waste collection and recycling for this type of events. This causes a huge waste of resources and useful materials due to the large amount of undifferentiated waste products. Since 2012 EcofestaPuglia conducted more than 200 eco-friendly events in Puglia. This happened thanks to the willingness of people who choose to respect the environment by recycling. Ecofesta project is the winner of the Smart Cities and Communities initiative, financed by Ministero dell'Istruzione, dell'Università e della Ricerca (PON Ricerca e Competitività per le Regioni della Convergenza – Codice Progetto PON04a3\_00436 finanziato a valere sull'Asse II: "Sostegno all'Innovazione" – Obiettivo Operativo 4.2.1.3 "Azioni Integrate per lo sviluppo sostenibile e la diffusione della società dell'informazione 2007-2013"). It is part of the project called "La Tradizione fa Eco- modello di sostenibilità per innovare la tradizione e rivoluzionare gli eventi pugliesi".

- **BENEFICIARIES AND THEIR NEEDS:**

-Eco-friendly Event Organizers with the aim to increase their environmentally sustainable reputation

-Municipalities that with the project will be able to:

- benefit from a reduction of disposal costs thanks to recycling during the event;
- apply for a reduction of eco-tax for awareness activity;
- enrich their social appraisal and gain scores for national or international awards (such as blue flag, green flag, 'Virtuous municipality', and so on);
- inform and make citizens sensible to issues related to recycling;
- to create new job opportunities

-Managing authorities for urban hygiene: at the end of the event they will considerably reduce their work thanks to the Ecofesta action

-End-users of the Event who will take part in an Ecofesta certified event will:

- acquire knowledge on how to have ecofriendly recycling;
- promote participation: participants receive a gadget when they behave well with different recycling types.
- What's more, they are invited to participate in a few educational workshops and initiatives of ecological promotion.

- **VALUE PROPOSITION:**

Ecofesta Puglia is an instrument that promotes the development of the territory in terms of attention to environmental sustainability. Tourists will most appreciate this effort.

Citizens who know how to make a good waste collection are the key element of this initiative.

Ecofesta turns events into an opportunity to raise awareness on green best practices and make promotional campaigns on the importance of recycling and reduction of CO2 emissions in order to educate and inspire people. All events, which meet the evaluation criteria defined by a specific regulation, received an ecofesta quality certification.

The main elements that characterise Ecofesta green intervention during the events are:

Biodegradable dishes, recycling assisted by ecologically specialised trainers, electromechanical compost, green info-points, compensation for the production of CO2 produced during the event, monitoring of the environmental impact and promotion of the event, innovative equipment with a strong visual impact, awareness activities and eco-gadget distribution:

The intervention modalities changed according to the type of event.

The peculiarity of Ecofesta is recycling that is assisted by a team of ecological informers. The informer's role is to oversee the green point and to support and involve participants of the event to properly do the separate collection through the appropriate containers. Furthermore, they also inform and make people aware of the transformation taking place in the event, by responding to environmental doubts.

The three principles on which Ecofesta Puglia is based are: - reduction of the environmental impact; recycling; information and awareness.

- **IMPACT:**

In 8 years of activities, Ecofesta Puglia has reduced the environmental impact of over 200 events, saving over 150 tons of recyclable waste from the landfill, involving over 100 partners between public administrations, associations, pro loco, cooperatives and companies. It is possible considering it a small revolution bottom-up, that, in a few years, it reaches significant numbers, considering that in the past this kind of events produced up to 90% of waste. The quality of the air also benefited from this process: 100,000 kWh of green energy were introduced. In addition, over 1 million biodegradable and compostable dishes have been used. Finally, over 100 human resources were trained as ecological informers in Puglia.

- **SUSTAINABILITY:**

The Ecofesta model is ISO 20121 certified - international standard of management systems for the sustainability of events that guarantees the sustainability of the design and implementation of activities and processes developed in the events of "Ecofesta Puglia" in accordance with the principles and requirements of ISO 20121: 2012.

Ecofesta is supported through donations from private citizens and/or event organisers, sponsorships, and so on.



## Swapmuseum

- **PROBLEM ADDRESSED:**

How does it work?

1. Museums insert their request on our website;
2. People respond to requests according to their own interests, proximity and available time.

3. Doing activities in museums allows young swappers to accumulate hours;

4. Through the collection of hours young swappers can gain prizes and awards related to music, publications, cinema, travel, sports, technology and games provided by Swapmuseum.

The idea is to bring together anyone with free time with little museums that have a lack of working staff. On the one hand we aim to provide a simple way for museums to find people who suit their needs for occasional work best; on the other hand, we want to offer people the opportunity to spend their time in activities close to cultural places and reward them for their work.

- **TARGET GROUPS:**

Small museums

18/25 years-old people

Companies and statutory corporations

- **VALUE:**

Swapmuseum is original, because there is no similar app which can satisfy both the Museums' and the student's needs, while producing, at the same time, social and cultural value.

Therefore, Swapmuseum is original because:

- It's a vehicle for active citizenship focused on young persons;
- It's a tool of integrated promotion for museums that can solve a wide range of existing problems;
- It can help museums change the traditional way of fruition by improving their recreative, their socialising and their experiential aspects, according to national and international experiences;
- It can transform museums into incubators for creativity and new cultural contents, relying on the development of local talents and competencies;
- It uses the social networks as a common learning system;
- It offers a constantly updated toolkit to instil a new business enthusiasm into museum managers.

- **IMPACT**

On the one hand, field research has shown that museums need to increase their audience, improve and diversify services and achieve scale and scope economies. According to that, Swapmuseum will allow museums to achieve some benefits such as: revitalisation; increase in quality services; return of their social and relational function; strengthening of cultural identity. In order to achieve these aims we will:

- reach museums through the following channels: direct meetings, website and newsletter, social media, press office and by word of mouth;
- involve Process key stakeholders, such as local authorities and national companies for sponsoring.

On the other hand, young people need to socialize, to express their own opinion, to increase self-confidence; to share spaces; Taking part to Swapmuseum they will be allowed to discover their abilities and talent through an active participation, increase self-confidence and life satisfaction, foster interpersonal relationship and obtain credits for their school exams.

To reach this target, we will use social media, we will attend local cultural events; we will meet young people at schools and in youth centres; we will produce gadgets and music events. Our Key stakeholders are: schools, universities, student associations, local authorities, online platforms for students.

- **SUSTAINABILITY**

Our business model is based on the following strategy:

1. Consolidating local network of relations and activating partnerships with key stakeholders;

2. Structuring strategies of community outreach and engagement through social media and tailored promotion;
3. Achieving sustainability through actions of membership, sponsorship and donations by local businesses and institutions taking advantage of the Potentials of Art Bonus;
4. Expanding our model from local to international.

### 3. ITALY PROBLEMS/NEEDS IDENTIFIED DURING THE LSGS AND SOCIAL INNOVATION SOLUTIONS ELABORATED WITH YOUNGSTERS AND OTHER PARTICIPANTS TO THE LSGS

*Description of the Social Innovation ideas/solutions elaborated at local level during the LSGs*

#### SOCIAL INNOVATION IDEA TO TACKLE UNEMPLOYMENT AMONG YOUNG PEOPLE

- **PROBLEM ADDRESSED:**

Young graduates from universities and technical and professional institutes deal with an increasingly competitive labour market characterised by high levels of precariousness. Potential employers often demand years of professional experience that young people barely have. Consequently, youngsters are forced to accept seasonal or temporary jobs, without real expectations of professional and economic growth.

- **BENEFICIARIES AND THEIR NEEDS:**

Unemployed graduates from Universities and technical and professional schools, along with local enterprises in need of workforce.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

The project implements several actions against the urban pollution like: Establishing partnerships among local universities, schools and enterprises to design and fund training paths according to the labour market needs. An online platform will be set up for job-training matching services.

Courses will be taught at partner universities and schools by managers and professionals of partner enterprises in need of new young workers with specific skills.

- **IMPACT AND SOCIAL VALUE:**

The tailored vocational training will help young people develop experiential assets easy to capitalise in professional life. Collaboration between education institutions and enterprises will promote youth employability, thus contributing to human capital growth, social and economic well-being at local level.

- **SUSTAINABILITY:**

The involvement of strategic partners (Universities, Schools, Chambers of Commerce, Enterprises) will guarantee economic and institutional sustainability of the activities. Revenues from ads on the online platform, as well as selected public programmes at local, national and European level will provide additional funding.

## SOCIAL INNOVATION IDEA FOR THE INCLUSION OF MIGRANTS

- **PROBLEM ADDRESSED:**

Inclusion of migrants at local level.

- **BENEFICIARIES AND THEIR NEEDS:**

Young migrants and Italian unemployed suffering from lack of integration in local communities.

Volunteers and partners of local not-for profit associations active in the fields of environmental care and social support services.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

Migrants living in reception centres and local unemployed people will be involved by volunteers and staff from partner associations in hands-on non-formal learning activities for the preservation of commons, the development of environmental awareness and citizenship.

- **IMPACT AND SOCIAL VALUE:**

Deeper contacts between migrants and locals through common activities will help reduce mutual prejudices, enhance active citizenship and facilitate local inclusion of migrants.

- **SUSTAINABILITY:**

At the beginning, sustainability will be mainly guaranteed by financial local supporters. After a first piloting of the idea, an online crowdfunding campaign will be launched.

## 4. EUROPEAN, NATIONAL AND REGIONAL/LOCAL OPPORTUNITIES IDENTIFIED TO FUND SOCIAL INNOVATION IDEAS PROPOSED BY YOUNG PEOPLE

The fourth LSG was dedicated to the funding for social innovation ideas at European, national and local level.

We introduced the following instruments, that are active at regional/local level:

### ***PIN (Pugliesi Innovativi)***

An initiative aimed at young people (age 18-35) in order to promote entrepreneurship projects in 3 strategic fields: Cultural Innovation; technology, social innovation.

### ***NIDI***

The instrument for youth entrepreneurship in order to promote self-employment.

### ***ESTRAZIONE DEI TALENTI***

The instrument finances personalised paths for innovators teams. It supports the best entrepreneurial projects in 3 main strands: sustainable manufacture, health and environment, digital community.



At national level we introduced the following instruments:

### ***SMART&START***

It supports innovative startups that wants to launch or expand an activity.

### ***RESTO AL SUD***

It is an incentive that supports and favours the creation of small and medium-sized enterprises in the regions of South Italy.

### ***CULTURA CREA***

Cultura Crea supports the creation and growth of new entrepreneurial and no profit initiatives in the cultural sector in order to enhance the cultural heritage of the territory in the regions of Basilicata, Calabria, Campania, Puglia and Sicilia.

### ***SELFEMPLOYMENT***

This instrument supports youth entrepreneurship through loans with zero rates in order to help people start new small entrepreneurship initiatives, promoted by young NEETs enrolled in the Youth Guarantee Program.

At European level we introduced the following instruments:

### ***ERASMUS PLUS***

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. It's aim is to contribute to the Europe 2020 strategy for growth, jobs, social equity and inclusion, as well as the aims of ET2020, the EU's strategic framework for education and training; to promote the sustainable development of its partners in the field of higher education, and contribute to achieving the objectives of the EU Youth Strategy. During the LSG we analysed in deep actions in the youth field.

### ***Programme for Employment and Social Innovation (EaSI)***

It is a financing instrument at EU level to promote a high level of quality and sustainable employment, guaranteeing adequate and decent social protection, combating social exclusion and poverty and improving working conditions.

Other private foundations and financial Instruments:

### ***UNICREDIT FOUNDATION***

UniCredit Foundation supports young European talent to best express and enhance their skills, support their study and research activities with scholarships and awards in the economic and financial field. It also, finances social entrepreneurship promoted by young people.

## FOUNDATION FOR THE SOUTH

it is born as a result of the alliance between bank foundations and Italian third sector and volunteer organisations; it was created to foster social infrastructure in Southern Italy (so-called “Mezzogiorno”), focusing on building up and qualifying the intangible structures to promote development.

In particular, the Foundation is committed to promote social cohesion paths, enhancing the ideas, energies and skills already existing in the territory: Thanks to the resources distributed, these can gather around effective projects and actions, aiming to foster social capital development.

## SODALITAS FOUNDATION

It is a network of Enterprises. It has 79 leading companies with 80 voluntary managers, involved in the market of sustainable engagement.

Sodalitas Foundation is credited as a reference point for an ever-growing vast group of companies willing to build a sustainable future. The Foundation offers free “on demand” managerial consultant services to not-forprofit organisations and develops system projects for the global improvement in the Third Sector. It is close to young people, helping them passing from school to work. W

We analysed “Sodalitas Social Innovation”, a specific program to support social innovation project promoted by Italian not-for profit organisation.

## CULTURABILITY

Culturability is an open platform for cultural and social innovation projects that promote well-being and development in sustainable ways.

The initiative was conceived and promoted by Unipolis Foundation, the foundation of company Unipol Group. Culturability was born in 2009 with a first workshop of co-design. It has finally been materialised the following year with a manifest.

Each year it publishes the call “culturability - Social Innovation Spaces - to support projects in the cultural and creative sector promoted by under 35 who wanted to open a cooperative venture. Special attention is given to proposals for urban regeneration.



## 5. LSGS YOUNG PARTICIPANTS' TESTIMONIALS

### Marina, student

**Which new competencies, attitudes, inspiration and/or contacts did you develop/gain thanks to your participation to the LSGs?**

*I've gained more knowledge about SI. Working in a group, have helped me improve communication and organizational skills.*

**How do you intend to capitalise this in your real life?**

*I plan to use the knowledge and skills gained to design a new social entrepreneurial idea put it into practice. The last LSG on the topic of funding opportunities has been particularly useful in this respect.*

**In general, what do you like most about the LSG experience (e.g. the non-formal and active methodology used; guests; the European "context" in which they were developed; etc.)?**

*What I liked the most was the non-formal learning methodology used, including team working, since it was key to stimulate open discussion and active participation.*

### Tania, social workers in Migration field

**Which new competencies, attitudes, inspiration and/or contacts did you develop/gain thanks to your participation to the LSGs?**

*During the LSGs I had the chance to meet local social innovators who let me have a better understanding of social problems of my territorial context; their success encouraged me to keep trying and reminding me the importance of team working. Moreover, I can communicate with people working in the sector I am interested in, i.e. migration.*

*Finally, thanks this experience I've developed an analytical approach in understanding needs, processes and challenges, as well as, the capacity to think "out of the box" (SI can be a better way of approaching a social need) and to think globally: (a need must be felt by a group, not just an individual).*

**How do you intend to capitalise this in your real life?**

*After this experience, I'm planning to look for a group, good SI ideas and public announcements funding opportunities to improve migrants' life.*

**In general, what do you like most about the LSG experience (e.g. the non-formal and active methodology used; guests; the European "context" in which they were developed; etc. ...)?**

*What I liked most was the non-formal and active learning methodology is.*

# Spain (Valencia)

## 1. DEFINITION OF SI ELABORATED AT LOCAL LEVEL

Students were asked to split into groups of no more than 4-5 people. Considering that they have seen through experiences, examples, games and other activities what Social Innovation is, they were asked to provide in post-its what SI was for them. Thus, for the students social innovation is:

- reinventing
- mass of people = covering real needs
- creativity for a change or a problem
- people motivation to create something
- transforming
- alternatives
- participation
- solution
- alternative ideas
- finding solution through imagination
- identifying problems and finding solutions
- cooperation
- change
- alternatives / solutions
- renewing and reintegrating social value
- reflecting upon social problems to solve them
- nothing new
- merging already existing ideas
- it is not reinventing the “wheel”
- solving real problems
- engaging locally with colleagues without expecting big brands action

Hence, they all reached to the conclusion that SI could be defined as:

***Social innovation results from collective reflection upon social problems and the use of creativity to actively transform and create alternatives to unpleasant social situations.***

## 2. SPAIN BEST PRACTICES PRESENTED AND DISCUSSED DURING THE LSGS



Juan Sacri from AEIOLUZ (<http://aeioluz.com/>)

- **DESCRIPTION:**

Works to retrieve and build a fairer, more participative and sustainable energetic model. They teach and intervene to tackle energetic poverty by both intervening and teaching how to use energy more efficiently to reduce the costs and protect the environment. Socially, they are committed to raise awareness among people, mainly among people with economic limitations, about the better use and more efficiently domestic energy.

- **PROBLEM ADDRESSED:**

Increasing electricity bills and poverty rates among population demands more actions to be taken in order to reduce the social differences and try minimize the negative effects on most vulnerable.

- **BENEFICIARIES:**

They are currently participating in public calls to local social administrations and offering their services to social labor inclusion public departments, in order to reach the most vulnerable. The final beneficiaries are people at risk of exclusion.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

LAVIE is a device that turns tap water into still water, through quite a natural process, with no filter or add-on product. The purification process takes place in a glass bottle, placed in a natural bamboo case for 15 minutes and exposed to a special UV light. This patented technology, which is advanced oxidation by homolytic fission, can remove chlorine, chloramine, pesticides, chemicals, odours and tastes but, at the same time, leave all minerals and trace elements untouched. This process works thanks to electromagnetic radiation contained in the invisible solar spectrum, the UV-A. No bacteria or virus can survive. The quality is comparable or better than other commercial bottled water.

- **ADDED VALUE:**

Energy and Social experts put their services to the benefit of most vulnerable in order to maximise social funds to reach the true vulnerables. They collaborate with public administrations in order to improve technicians' skills in their social departments.

- **IMPACT AND SOCIAL VALUE:**

Nowadays, energetic poverty is currently "trending topic" as many people suffer from not being able to face cold temperature during winter, leading to risky and dangerous situations which in some cases end up in tragedy. Most vulnerable are unable to pay their electricity bill and thus provide to their families a proper quality of life at home. They need to learn to be more energetically more efficient and they need to have access to the social aids to cope with this problem.

- **SUSTAINABILITY:**

The association and their activities are dependant on public calls and selling services to public administrations and other associations who work with vulnerable people.





## Juan Manuel Rodilla for Ultramarins 154 (<https://es-es.facebook.com/UTM154/>)

- **DESCRIPTION:**

Socio-cultural association promoting social and cultural activities in the Benicalap neighborhood. Social-gathering and cultural exchange are the objectives in this association led by a group of friends fierce to boost a neighborhood touched by the crisis and low public investments.

- **PROBLEM ADDRESSED:**

Poor social activities or poor public investments needed to put a mark in the public agenda and the association tries to offer the neighbors a platform to, sometimes in collaboration with other organisations, make more visible the area to the local authorities.

- **BENEFICIARIES:**

Population of the Benicalap neighborhood.

- **ADDED VALUE:**

Group of young people trying to encourage more cultural and social exchange in the neighborhood. Offering their efforts, ideas and time to the people in the neighborhood.

- **IMPACT AND SOCIAL VALUE:**

This is a historical neighborhood in Valencia that has been drastically touched by the crisis. In the past has been a neglected area where families with low income, immigrants and others have lived. Therefore, social and cultural investments have never met the minimum needs of the population. The association brings up the need to create a social net, to be able to speak up as a neighborhood and reach out the most vulnerable.

- **SUSTAINABILITY:**

Local and own revenues from events and activities.



## Amparo Azcutia (Hogares Compartidos)

- **DESCRIPTION:**

Innovative initiative that was born driven by the need to respond to older people who do not have the resources to have decent housing with their retirement benefits. The association works mainly in Valencia and coordinates with the socio-health professionals of the Municipal Centers of Social Services, Health Centers, Hospitals, social canteens and other NGOs.

- **PROBLEM ADDRESSED:**

The mission is to fight against loneliness and social marginalization of elders and other vulnerable groups, through participation in a social accompaniment program in stable homes where the autonomy and independence of people is favored.

- **BENEFICIARIES:**

Elders.

- **ADDED VALUE:**

The association offers a service that no public service could, getting to an extent to offer personal service, monitoring and ad-hoc actuations.

- **IMPACT AND SOCIAL VALUE:**

They take human dignity as an inherent value to all people, conferring the right to live in freedom, respecting their independence and autonomy in all stages of their lives. They commit to offer an innovative answers to adapt to the new and future needs of the most vulnerable people.

- **SUSTAINABILITY:**

They try to reach out to more local public funds through calls and awards. nevertheless, most of their funds come from private donors. Therefore, their budget and activities are somehow little.

### 3. SPAIN PROBLEMS/NEEDS IDENTIFIED DURING THE LSGS AND SOCIAL INNOVATION SOLUTIONS ELABORATED WITH YOUNGSTERS AND OTHER PARTICIPANTS TO THE LSGS

#### *Description of the Social Innovation ideas/solutions elaborated at local level during the LSGs*

Based on the profile of the beneficiaries, students of Social and Cultural Promoters, the two social problems identified by the students were “Attracting young people to make them participating in leisure activities during the free time and monitoring their labor and educational insertion”

#### **FEST JOVES**

- **DESCRIPTION:**

Music festival focussed in raising awareness in young generations about the risk of (ab)using drugs and promoting free-drugs healthy party.

- **PROBLEM ADDRESSED:**

The beneficiaries are relatively too young to be appealed. The communication channels need to be of a variety, even to parents. The people need to be sensitized quite thoroughly in order to avoid keeping the same performance outside the festivals. Artists and music bands need to be paid.

- **BENEFICIARIES:**

Youngsters between 12 and 21 years old.

- **ADDED VALUE:**

They will offer more alternative activities to the usual festivals which will sensitise youngsters not to use substances in order to be able to have fun.

- **IMPACT AND SOCIAL VALUE:**

To offer more opportunities or activities outside the festival in order to make them keep the same dynamic. Motivate local artists to participate in the action among youngsters. The collaboration of sponsors, local shops and other partnerships would increase the ownership of the project. There will be a different approach for different age ranges.

- **SUSTAINABILITY:**

A good design and appealing campaign will attract more beneficiaries and sponsors, local authorities and other public funding and volunteering participation of people interested in the initiative. All the above factors will positively affect the sustainability of the project and spread its purpose.

## GREEN MOVEMENT

- **DESCRIPTION:**

A summer residence managed by students from the social animation and education course to prepare these students as managers and educators. In this way, students have the opportunity to learn how to design, manage and professionally coordinate the implementation of training for their mates.

- **PROBLEM ADDRESSED:**

They need to reach the beneficiaries and make their initiative attractive. Communication channels need to be broadened in order to reach all target groups. An alternative resource for funding besides public funds should be found.

- **BENEFICIARIES:**

Youngsters between 16 and 24 years old.

- **ADDED VALUE:**

This summer residence will offer students the opportunity to learn from a real work experience. Nowadays, it's hard to find first-time opportunities among companies or associations.

- **IMPACT AND SOCIAL VALUE:**

An appealing campaign to reach the youngsters, new channels of communication in order to reach different sectors and circles, workshops and different activities will bring together a wide range of participants. Youngsters will have the option to participate in case they have been stuck in job hunting for a long time.

- **IMPACT AND SOCIAL VALUE:**

Sustainability will be supported by the following actions:

- A good design and an appealing campaign will attract beneficiaries and sponsors, local authorities and other public funding.
- Volunteering participation of people interested in the project and its objectives. There is a need to sensitise different professionals to make them participate in the project even with low revenue.
- Sponsorships.

## 4. EUROPEAN, NATIONAL AND REGIONAL/LOCAL OPPORTUNITIES IDENTIFIED TO FUND SOCIAL INNOVATION IDEAS PROPOSED BY YOUNG PEOPLE

Examples of financing sources:

[https://www.valencia.es/ayuntamiento/tablon\\_anuncios.nsf/vDocumentosWebTablon/EA91C35F0B494A71C12581C400310224?OpenDocument&lang=1&nivel=5\\_1](https://www.valencia.es/ayuntamiento/tablon_anuncios.nsf/vDocumentosWebTablon/EA91C35F0B494A71C12581C400310224?OpenDocument&lang=1&nivel=5_1)

The purpose of this call is to support the realization of social innovation projects, understood as the development, implementation and / or validation of methodologies or innovative technologies (pilot projects and demonstrators) aimed at solving social problems affecting the municipality of Valencia.

<https://www.pcu.es/es/home>

Together with the availability of multi-purpose work areas - offices, laboratories and common-use meeting rooms of different sizes - it also offers different business support services, in terms of information and training, to obtain grants and financing, for the internationalization and transnational cooperation, and also for communication and the establishment of networking networks.

<https://www.lasnaves.com/tag/energia/?page=1>

A public entity that belongs to the Ajuntament de València and that promoted urban innovation with a clear focus for people. Putting them in the center of innovative action. The objective: to directly or indirectly improve the quality of life of all people in the city of Valencia in a way that is not connected or not implemented in practice Innovation taken into account the active involvement of public sector, private sector, academic sector / researcher and civil society.



## 5. LSGS YOUNG PARTICIPANTS' TESTIMONIALS

### *Anonymous, student*

*After the workshops of entrepreneurship and social innovation, what are the new tools, capabilities or interests that you have developed?*

*Tools: I Learned how to recognise the factors that come into play when designing a field of action and an enterprise. Capacity: I Learned how to support and help people in making decisions and how to be creative.*

*How do you think you can use these new skills or tools learned in your reality?*

*I learned how to be able to develop projects of socio-cultural intervention, within the professional scope of the students.*

*What do you like most about the methodology used during the workshops? (example: games, groups, external reports ...)*

*All creative and innovative methodology used in the workshop was positive. The exposure to the experiences of external people were also positive for me, highlighting those that were identified within their professional framework or interests.*

### *Fran, student*

*After the workshops of entrepreneurship and social innovation, what are the new tools, capabilities or interests that you have developed?*

*Carrying out the workshops has made me more interested in the social field to such an extent that I could seek to work in this sector. I had never thought of this world to be so wide and extensive. At the same time, it seems complex because of the different obstacles that you can find in it.*

*How do you think you can use these new skills or tools learned in your reality?*

*The new skills I have acquired through these courses that could be applied in my day to day life are the ability to help and cooperate with different people and new ideas to change the reality of a place. Thanks to this, I realised that by changing my reality I can improve other peoples' realities too.*

*What do you like most about the methodology used during the workshops? (example: games, groups, external reports ...)*

*What I liked the most about the different methodologies was the different possibilities and new things you can learn, especially through games, since the different groups offered different assumptions and different innovative solutions.*



# Greece (Athens)

## 1. DEFINITION OF SI ELABORATED AT LOCAL LEVEL

In Greece, the definition of Social Innovation was developed and set during the first meeting of the Local Support Groups of the project Sharing Initiatives for Social Innovation together with a multicultural group of participants coming not only from Greece but also from different European countries as well as (Asia and Africa). We used peer learning techniques to share our understanding of the term, along with practices from different parts of the world. After that, these elements were transferred into a common definition of social innovation. At the beginning of the workshop guidelines on where to focus the group and pair discussion were given, in order to reach the previously mentioned result.

The conversation was focused on the aspects of how to create a common definition for social innovation, that would give enough food for thought to cover all cases discussed, but also to fit all participants' views:

- Aims and objectives
- Actors
- Target groups
- Deliverables

The participants always had in mind the need to answer the above-mentioned categories, when discussing on innovative ideas or best practices from their local reality, so as to eventually get to a definition of social innovation that would fit all levels developed in plenary.

During this process key aspects were raised such as: what is the objective; who are the actors and the beneficiaries; what is to be delivered so that one initiative or idea could be considered as social innovation. The key words that appeared more than once and led the group to the final definition were: community spirit; crisis & evolution; thinking outside of the box & entrepreneurship; needs; development; transformation; sensitization to social problems; environment; explore new ideas that can improve the mankind; dreamers; solutions or services concerning vulnerable groups within a society; social cohesion; problem solving oriented; living standards. For the sake of the process, the participants identified a social problem and its causes, which helped them to decide what should be the right strategy and best solution they could offer to the ones who are in need.

Therefore, the definition developed within the first meeting of the LSG in Greece is:

***Social innovation arises from a social need and refers to solutions, services, products and transformations that are addressed to the community, the society, the vulnerable groups or the humanity, suggesting that animals and plants are also part of our everyday life and the door to social innovation should be open to them as well.***

## 2. GREECE BEST PRACTICES PRESENTED AND DISCUSSED DURING THE LSGS

### • THE CRITERIA:

We selected the presented best practices for a number of reasons:

a) Innovative element within the local context: in the case of HIGGS it is the only 'NGO development hub' not only in Athens, but also in Greece. In the case of Wise Greece, the innovation is stated in the process of matching local producers and buyers, and of the serious social contribution taking place regularly.

b) Relevance to the topic of the project: both cases were selected by the participants in the respective LSG based on their applicability and importance for the local context of Athens.

c) Shared values with the organisers: we opted for the showcasing of best practices that are close to the values of Inter Alia, which made it easier to establish the first contact, but also to build a relationship and partnerships in the aftermath of the project.



## HIGGS – Higher Incubator Giving Growth & Sustainability

### • PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:

On the one hand, civil society organisations in Greece were hit hard by the economic crisis. State funding has been substantially reduced while many NGOs faced growing difficulties in raising funds from the wider public.

On the other hand, the economic crisis gave birth to several new initiatives leading to an important rise in the number and strength especially of humanitarian NGOs. These organisations implemented a variety of poverty-reduction programs, mainly focusing on marginalised social groups or disadvantaged communities. Many of these projects were co-financed by the European Union and some of them focused on providing employment opportunities, implementing actions such as training, skills advancement, information on job positions etc. What needs to be addressed is that activities and projects remained largely fragmented in small-scale interventions with short-time frames. Consequently, there was much duplication and overlapping. The lack of coordination both among the donors and the NGOs made matters worse. Administrative costs remained high and the real impact of the projects on fighting unemployment was often negligible. Several evaluation reports noted the low effectiveness of interventions, while the jobs that were created were often not sustainable. Not unexpectedly, trust in civil society organisations remained at levels far below the EU average. In simple words, there are a lot of ordinary people who have good intentions, nice ideas, and willingness to make a valuable contribution to our society while lacking the knowledge and skills (the more technocratic aspects, if we could say). The team of HIGGS wants to help them become better in all levels, e.g. effectiveness and efficiency. They want to help those who help!

### • BENEFICIARIES AND THEIR NEEDS:

HIGGS has three main programs focusing on the following:

The "Accelerator" is a capacity-building program, lasting for 4 months, designed for small and medium NGOs that require support in developing a project proposal. The support extends to various additional needs such as the creation of a Marketing Plan, an Organizational Chart or a Fundraising Plan.

The "Incubator" is a capacity-building program, lasting from 12 to 24 months, directed to NGOs that have just set up or to groups of people that have an idea of creating a new NGO. It provides capacity building support and guidance related to organisational, financial and operational issues experienced by Greek organisations.

The "Recharge" addresses NGOs facing a vital need to adjust rapidly and effectively to a constantly changing environment. Through a business performance consulting service, the NGOs which will be included in this service line, will gain the opportunity to improve and upgrade their operation. In addition, these NGOs will enhance their capacity to apply structured solutions with a direct effect on their strategic positioning and their day to day operations. This program lasts from 6 to 8 months.

### • VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER)

HIGGS is a not-for profit organisation which aims to reinforce NGOs in Greece through educational and supportive programs. It offers capacity building support to small and medium NGOs mainly through training and educational initiatives. Currently, it operates three capacity-building programs, the Accelerator, the Incubator and the Recharge designed for the Greek NGO ecosystem assisting them in their growth and development.

More specifically, the first two capacity building programs offer tailor-made training on the following thematic areas, possibly related to this project: Volunteer Management, Marketing Techniques, Digital Footprint-Social Media, Funding Sources, Project Life Cycle, Designing a Project, Proposal Writing, Project Implementation, Project Monitoring Techniques and Funding from International Donors-European Funds etc. Its core members have been involved in the training of more than 270 NGOs across Greece.

In addition to the aforementioned capacity-building programs, HIGGS provides external evaluation services with particular emphasis on projects related to Not-for profit Organizations, Municipalities, Charitable Foundations and individuals. More specifically, members of the HIGGS Team have significant experience in both internal and external evaluation having participated in evaluations of projects related to Erasmus+, Youth in Action, EuropeAid, Partnership Agreement (2007 – 2013 and 2014 – 2020), General Secretariat for Research and Technology, We are all Citizens-EEA Grants, Athens Municipality and European Integration Fund. Additionally, HIGGS is running an Internship Program, individually and in cooperation with Greek and foreign Universities.

HIGGS further focuses on the enhancement of knowledge in the Greek NGO sector by taking part in research, establishing a knowledge repository on civil society and disseminating best practices. In this framework, HIGGS operates as “hub” among the NGOs operating all over Greece, as well as for the various stakeholders that would like to connect with the Greek organisations.

HIGGS is currently participating as a strategic partner in the project entitled “Advancing the Third Sector through Innovation and Variation (ATSIV)”, funded under the Erasmus+ program. ATSIV aims to contribute to the efforts of the EU to boost adult education in the NGO sector by improving the quality and relevance of NGO worker’s skills across Europe in a multi-stakeholder, open innovation & co-creation approach.

Additionally, HIGGS participates as a partner in the project entitled “Integrating migrant children at schools through artistic expression (Arts Together)”. The Arts Together project aims at developing and testing a curriculum based on artistic activities and collaborative approaches that will be used in order to equip teachers for dealing with diversity, fostering mutual understanding and respect among their students and improve the educational performance of migrant students.

HIGGS is the first Incubator and Accelerator for NGOs in Greece and a unique one in terms of its approach in Europe. “Borrowing” an innovative flexible approach from the startup ecosystem, capitalises on the co-working mentality, providing a 360 degrees mix of training/workshops (general) and coaching (customised/one-to-one). Our experience is that a serious number of the organisations shaping the NGO ecosystem in Greece are often introvert, building only a few stable, constructive and sustainable collaborations. HIGGS provides a practical, as well as symbolic, place and way of experiential learning, not only through teaching but also through interactive involvement and collaboration both with instructors and participants.

- **IMPACT AND SOCIAL VALUE:**

Within the first 2 years of operation, 3 Incubator cycles have been implemented, benefitting 17 NGOs across Greece, active in the areas of Education, Social Welfare, Health, the Environment and Animal Welfare. Their work affects more than 45,000 beneficiaries, coming from a variety of vulnerable groups: children, poor, refugees, animals, patients and homeless. In addition, 6 Accelerator cycles have been implemented supporting 56 NGOs across Greece, active in almost every sector of the NGO ecosystem, affecting through their work more than 55,000 beneficiaries. In total, more than 100,000 beneficiaries within the first two years benefited from it.

- **SUSTAINABILITY:**

HIGGS capitalises on different funding sources in order to build a “healthy” and diverse fundraising mix. In this context, we have already developed a mix ranging from constructive relationships with the majority of the active foundations in Greece, to Corporate Social Responsibility initiatives and European structural funds, such as the Erasmus+ program. Additional revenue streams are secured from renting rooms and venues to organizations or individuals for training and events, from the implementation of various programs, such as the THALES II. Part of our costs is also covered by offering external evaluation and social impact assessment services (completed project with EPIM, on-going evaluations for Athens Partnership) from which an additional revenue stream for achieving financial sustainability is created.



## WISE Greece

### • PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:

The idea of Wise Greece was conceived about 4 years ago. It wanted to create a social enterprise, a concept which is well known abroad, but not so much in Greece and is still in its infancy. Realising that more and more people are striving to find food in rubbish dumps and that soup kitchens and orphanages are finding it difficult to provide food to those in need, we could not stand by and do nothing. On the other hand, Greek producers who create and produce magnificent products were seeing their sales drop and their dreams crushed. So, the people of WISE Greece thought that if they bring together Greek producers and motivate and inspire them to collaborate, they can promote Greek products and do good by using the profits to feed those in need! In other words, WISE Greece could help the soup kitchens and orphanages of our country with a sustainable working model rather than donations. So, this is how the idea was born! To become a haven for those in need and to provide them with the basic privilege of food; and the number of these people unfortunately is multiplying in Greece. To showcase the worthy Greek efforts, the culture, the civilisation through the one thing we know so well... food! To introduce consumers over the world to the benefits of the healthy Greek diet so they may become ambassadors of our effort.

### • BENEFICIARIES AND THEIR NEEDS:

Wise Greece is a not-for profit social enterprise that promotes Greek products both within Greece and internationally, using profits to buy foods and offer it to soup kitchens, the elderly, children, families, orphanages and those in need. Hence, the aim is twofold; it assists the Greek small artisan producers to promote and export their products so that they can become sustainable and offer jobs to others, while helping people to have the very basic of human needs... food! It is worth noting that, Wise Greece never donated money, only food items, while simultaneously promoting the benefits of the Greek diet all over the world.

In specific, on the one hand, donating foods to small orphanages and soup kitchens is a thought-out and calculated choice, since in this way we can communicate the specific needs of each charitable institution and people can understand those needs and even donate food themselves! Unfortunately, it is often that one might live just across the street from an orphanage and not even know it is there. At the same time, it organises events, such as cooking and delivering hot meals to the homeless and the refugees that currently live in Greece.

On the other hand, Greek producers have made giant steps to showcase their culinary creations. Apart from the "classic" options, consumers can find quite a few innovative products ranging from olive oils and honeys with gold leaves, to Greek cocktails based on Ouzo or Tsipouro (the Greek traditional drinks), honey spreads with nuts, handmade jams, marmalades without sugar, salt mixes, gluten free products, creative spreads and sauces, Greek coffees with mastic or rose, countless options for olives, organic herbs, drinks, pasta, and even handmade soaps and natural cosmetics.

### • VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER)

WISE Greece promotes top quality Greek products, in order to help the small Greek farmers to grow and become economically sustainable, while at the same time it manages to raise money from the sales of the products in order to buy food in bulk and donate it to the 3.000.000 Greeks that live below the poverty line and the 100.000 refugees that have found a temporary shelter in Greece.

More than 1.500 Greek products and 100 Greek producers support the initiative so far. Within four years of operation, during the worst economic crisis of the Greek modern history, the Greek products have already reached more than 100 stores in Greece and stores in 8 countries abroad. Most importantly Wise Greece has managed to purchase and donate more than 30 tons of food to people in need, through its sustainable business model.

Wise Greece has received several awards for its innovative business model that combines food consumption with social contribution, such as the prestigious "Models of Excellence Award" by the President of the Greek Republic, the "European Social Challenges Award 2018", the "StartUp Award 2016" for Sustainable Entrepreneurship, the "Voluntary Action Award" in the category Society & Economy, the Innovative Fundraising Award by the British Council and the British Embassy, the European Social Challenge Award, as well as international superior taste awards for its exclusive products, such as "Great Taste Award 2016".

- **IMPACT AND SOCIAL VALUE:**

In the beginning it was difficult for producers to trust this initiative and understand its value. The concept of social entrepreneurship as well as the ambitious aim for cooperation are new in Greece, so some producers were sceptical whether the project would work.

However, today, 100 producers support Wise Greece and another 70 are ready to be welcomed into our team by the end of 2019, while up to now there are more than 1500 Greek products available through Wise Greece's network and operation, having reached more than 100 stores in Greece and in 8 countries abroad. In addition, 30 tons of food were donated to people in poverty, meaning that those who received the donation didn't have to look for food in the rubbish dumps any more. The numbers show the size of the social value especially if we take into consideration that nearly 3.000.000 people in Greece live close or below the poverty line.

Besides, the growth of social entrepreneurship in our country can have multiple benefits, just as in other countries. Through such efforts, social problems are tackled and the government is free from their burden, unemployment is reduced, new opportunities for investments are created for small entrepreneurs thus having that investment stay in the country, creating great benefits. These efforts are essential to the solution of social problems but also to create new opportunities for the Greek economy.

- **SUSTAINABILITY:**

Products that proudly carry the "Wise Greece sticker" are placed in special designed corners of all kinds of food stores, delis, mini markets, restaurants, and son on, in Greece as well as in eight other countries. Also, they are available online via partners with e-shops whereby consumers can purchase high-quality Greek products for everyday use and at the same time knowing that with every purchase they are helping someone in need to have a decent meal. It's simple but crucial! Wise Greece's success is based on the fact that it doesn't ask for donations or any kind of financial funding. We are only asking you to try Greek food with your loved ones thus helping us offer to those in need yet another meal. And that is, at the end of the day, what consumers understand and warmly support.

### 3. GREECE PROBLEMS/NEEDS IDENTIFIED DURING THE LSGS AND SOCIAL INNOVATION SOLUTIONS ELABORATED WITH YOUNGSTERS AND OTHER PARTICIPANTS TO THE LSGS

*Description of the Social Innovation ideas/solutions elaborated at local level during the LSGs*

#### COMMUNICATING SOCIAL SCIENCES THROUGH A CURATORIAL PLATFORM

- **PROBLEM ADDRESSED:**

Social sciences have never enjoyed a privileged position as a source of knowledge. But it seems that the ongoing economic crisis and the neoliberal policies that were implemented as a solution to it (cuts in salaries, cuts to the welfare state, precarisation of labour markets, etc.) have cemented the perception of the social sciences as useless - a perception that underlies the cuts in both social research, and welfare state.

We can trace various causes that led to such widespread perception of the social sciences. Supposedly, one of these could be identified in the distance between the academic world and the general public. As an example, quite often university professors don't make an effort to communicate the content of their work and what



they have to offer to society in a way that the common people can understand and relate to. And when they do so, they mostly give public lectures and keynote speeches, without really engaging their audience.

Starting from this acknowledgement, we propose the establishment of an organisation which purpose is making social sciences accessible to the general public through the use of non-formal educational methods and tools.

- **BENEFICIARIES AND THEIR NEEDS:**

First of all, the local community would benefit from the initiative having access to the current research in the different fields of social sciences and its most recent results. This can improve the ability of the people to participate in the public debate and take more informed decisions regarding political and social issues. Also, the platform would be a digital tool at teachers' disposal in order to support the learning processes of their students. In this regard, youngsters would be the ones to be benefited the most from it, having a better understanding of the digital technologies. Considering that they will be the citizens of the future, it is very important to support their ability to develop critical thinking in the extremely chaotic world of digital communication.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

Our initiative will be to communicate social sciences through an e-exhibition platform that will use open digital archives and repositories, as well as resources from the crowd, while existing as a free and open educational resource (OER).

In order for this platform to be a valid OER, social scientists as well as professionals from the GLAM sector<sup>1</sup> will be selected as the main key partners. A close partnership with web developers for the creation and maintenance of the website and its sister applications will be necessary, as well as a partnership with web designers and other creatives, in order to help the platform spread its contents in an attractive and understandable way to wider and various audiences. Moreover, since the curatorial platform will first and foremost function as an OER, educators in primary, secondary and higher education, students, and people who are familiar with and interested in the digital commons, would be strategic partners in this project.

These specific groups of people will be reached via websites, social media, e-mails and newsletters – but given the economy of attention that characterises our digital era, attention is a scarce resource and, therefore, digital communication is not enough. Professional and personal networks will also be relevant tools together with 'analogue' activities in community building, audience development and engagement.

- **IMPACT AND SOCIAL VALUE:**

Through the access and use of the platform, more people would have a better understanding of the social value that social scientists provide. In this sense, the knowledge they produce on the functioning of societies would be taken more seriously into consideration in public debates and decision-making processes concerning different social problems.

In addition, by obtaining sociological or political knowledge, any person could cultivate and improve his/her critical thinking skills and consequently, (s)he would make better decisions, that could contribute to the solution of various social problems. Also, any person could acquire a better understanding of how society works and how it can be changed in ways that promote social equality and cohesion - and therefore, (s)he would become a more responsible person and citizen, motivated to take action.

The process of impact measurement is always the vaguest part of a business model - and it becomes vaguer in a business model that is built upon the digital world. We will use a tool developed and published by the European Foundation. Their Impact Playbook is designed for cultural heritage organisations in order to assess the impact of their digital resources and digital activities - and it can be modified and applied throughout the socio-cultural sector<sup>2</sup>.

- **SUSTAINABILITY:**

In order to create the curatorial platform, specific resources are needed as well as various sources of income

<sup>1</sup> GLAM is an acronym for "galleries, libraries, archives and museums".

<sup>2</sup> 'The Impact Playbook for Museums, Libraries, Archives and Galleries' (source: <https://pro.europeana.eu/page/impact-resources>), by Europeana Foundation (<http://europeana.eu/>), under Creative Commons CC-BY-SA 4.0 license (<https://creativecommons.org/licenses/by-sa/4.0/>).



so to cover all the possible costs. According to the Greek legal framework, social enterprises and not-for profit organisations can attract funding from a variety of sources - and this variety can contribute to their sustainability. However, it is impossible to establish an enterprise of any kind without the safety net of personal savings and a starting capital - and, due to precariousness, the lack of personal savings and a starting capital are currently the main obstacles to the project itself.

## C.F.S. –PSYCHOSOCIAL SPOT AND TOY LIBRARY FOR ALL CHILDREN

### • PROBLEM ADDRESSED:

Bullying is a worldwide problem with negative consequences to the general school climate and to the right of students to learn in a safe environment without fear. Currently, it has become a problem that concerns children, youth and European socio-educational communities and it has reached alarming levels. According to data, there are 200,000 suicides per year amongst youth aged 14 to 28 years in Europe, which are directly connected to the bullying phenomenon. It is a problem that occurs in the social environment. The bullies' aggression occurs in social contexts in which teachers and parents are generally unaware of the extent of the problem and other children are either reluctant to get involved or simply do not know how to help. It can have negative lifelong consequences – for both students who bully and their victims. It is the second reason for school drop-out after work. Bullying can impact the physical, emotional and psychosocial health of the children involved. Given this situation, effective interventions must involve the entire school community rather than focus on the perpetrators and victims alone. We have a moral obligation, which is reflected in active citizenship, to promote healthy and safe educational spaces for children and youth. The need to create safe and stimulating environments for learning, which are supported and cared by different people who belong to the educational community, will enable a comprehensive development to those people whose rights are easily vulnerable. All children have the same human rights and we have to work in that direction to protect their rights and give them not only equality but also equity.

### • BENEFICIARIES AND THEIR NEEDS:

The beneficiaries are diverse:

- A) Pupils from primary and secondary school
- B) Their parents
- C) Teachers, trainers and youth workers.
- D) Refugees

The identified needs are the following:

- Know what the bullying consists of and recognise its different forms identifying the protagonists in the process.
- Understand that the problem of bullying is not an isolated problem but one that affects us globally.
- Know how the problem of harassment occurs amongst the youngest people in different communities.
  - Know the different steps that accompany the cases of bullying.
  - Know the different protagonists of the problems of harassment in socio-educational contexts.
  - Give advice to other professionals from the socio-educational context and deal with the prevention of bullying.

#### Objectives of the initiative:

- Work as a group from intercultural view and active participation to achieve the building of collective knowledge.
- Draw up a guideline with effective socio-educational strategies so as to work on the prevention of bullying.
- Know what the preventive methodology consists of within the socio-educational context.
- Know some techniques related to prevention.
- Get practical tools to prevent bullying.
- Understand and have critical capacity regarding the problem of bullying.
- Know different prevention strategies of bullying in different socio-educational contexts.
- Develop training activities and information for children and youth regarding prevention.
- Learn how to work in an intercultural team.
- Encourage the origin communities to keep on working from the prevention of the problem of harassment.

#### • VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):

There are three directions towards the solution of the problem:

1. Prevention of bullying in Socio-Educational Spaces
2. Intervention in cases of bullying in socio-educational Spaces
3. Assistance in post cases of bullying in socio-educational Spaces

The program includes individual, group and pairs activities. The sessions function as a “laboratory” where the principles of the program are applied (e.g. role playing, bullies court, restorative circles). The activities focus on the emotional and socio-cognitive development of school children, with the aim of improving their behaviour in their everyday life. Conflict control is a type of social skills training program for children and has the following objectives:

- To sensitise students to the issue of intimidation
- To reduce aggressive behaviour
- To enhance students’ self-esteem
- To help students to manage negative emotions
- To manage conflicts
- To enhance communication skills
- To encourage the acceptance of diversity
- To encourage solidarity
- To accept different students (e.g. migrants, refugees, etc)

During the activities, participants will not only learn new educational strategies to be implemented in their community, in the context of the prevention of bullying but they will also have to jointly draw up new strategies that will be collected in an e-book that will be structured around some main topics, such as collaborative learning strategies for the prevention of bullying; social integration strategies for the prevention of bullying; strategies based on the play pedagogy for the prevention of bullying; meaning of forgiveness and how forgiving promotes continuity in interpersonal relationships by mending injuries and transgressions that occur in social interaction; the role of friendship as a possible moderator of risk factors in predicting

peer victimization and bullying. Two innovative psycho-educational programs will be used as tools for bullying prevention: “Restorative circles in schools” inspired by “Restorative Justice Practices”; and the “Watch out Crocodiles” Prevention Program, a classroom-based program that has reported some success in improving social competence and reducing antisocial behaviours as well as decreasing aggression.

Moreover, this initiative teaches participants’ social skills and how to respond to a conflict. The effective bullying prevention requires both education and skills building. All the foreseen activities are designed to help children and adults to better understand the causes and warning signs of bullying and develop the skills to prevent bullying and/or intervene effectively, when it occurs. Most importantly, these activities provide an opportunity for open and honest discussion about issues that can be difficult to understand and even harder to address.

- **IMPACT AND SOCIAL VALUE:**

Our expectation is to raise awareness about bullying and to prevent victimisation and conflicts among youth and improve active citizenship in local society. Aspiring to contribute to curing a limbo in primary prevention of mental disorders which would appear in victims of bullying, we believe that this project carries a significant social value. The initiative will initially focus on creating a significant impact on the local level. In detail, it aims to:

- Raise awareness of all members of the school community – children and young people, parents and school staff about the harm that bullying causes and how children and young people can be protected, including solutions to the problem of rising incidents of bullying.
- Reduced number of incidents and impact of violence against children at school, resulting from an improved safe and secure school environment.
- Improved strategies and responses to incidences of bullying that will address the causes of bullying and help avoid any recurrence.
- Giving students pertinent, realistic information, adapted to their age and development stage, about forms of bullying and prevention strategies.
- Fostering students’ awareness of their value as individuals, their rights and their responsibilities, as well as those of others.
- Encouraging the development of students’ abilities and skills.
- Increasing the range of choices available to students in their daily lives.
- Fostering mutual support and cooperation among students.

- **SUSTAINABILITY:**

Bullying prevention starts with changing the beliefs and behaviours of individuals and learning effective bullying prevention strategies. On the other hand, lasting change requires the creation of an environment where everyone understands that bullying is unacceptable, harmful, and preventable—and where everyone takes responsibility to stop it. This intervention aims to raise awareness of bullying and help students to recognise that friends can be a good form of support. This initiative is aimed to work on a previous step, before the emergence of the problem, to work on social integration, to carry out collaborative work and to point out the importance of the positive communication and the group as key aspects of preventing cases of harassment. The socio-cultural prospects shown in the project are aimed to strengthen the competencies achieved and offer the opportunity to share with people who are closely dealing with the problem to fight against it from the collective intelligence.

## 4. EUROPEAN, NATIONAL AND REGIONAL/LOCAL OPPORTUNITIES IDENTIFIED TO FUND SOCIAL INNOVATION IDEAS PROPOSED BY YOUNG PEOPLE

We devoted a whole LSG focusing on the legal and financial aspects when thinking of social and solidarity economy in order to provide a solid basis to all participants who were ready to go forward with their idea and transform it into a social enterprise.

After having presented the Law on Social and Solidarity Economy, that was just recently adopted in Greece under the pressure of contemporary developments, participants had the opportunity to learn more about the design of a funding strategy for not-for-profit ventures and organisations.

The different types of donors were presented, such as governmental, non-governmental, local and regional authorities, European funding opportunities, corporate sector openings, crowd-funding, income generation by the initiative, and so forth.

More focus was given on the funding opportunities from the European Union in the form of grants, due to the nature of the project, but also with the aim of promoting the objectives of the Erasmus+ programme.

## 5. LSGS YOUNG PARTICIPANTS' TESTIMONIALS

### Emma Miled, EVS Volunteer

*By attending the SI4SI series of workshops about funding opportunity, European projects, and creative entrepreneurship, I had the chance to listen to the experience of several organisations based in Greece, which have grown over the years working with European programs and on social issues.*

*Taking part in the Local Support Group of the SI4SI project and listening to different experiences allowed me to expand my knowledge in the field of programming and funding methodologies that will surely be useful for my work in the future. Also, it was a way to know more about local organisations and their work in the social field.*

*Listening to different testimonies within the LSG working groups was a way to internalise advice and strategies to work more consciously in the field of social organisations and European projects.*

### Martha Polychronopoulou - Job Counselor

*From my experience in the Project SI4SI I gained many new competencies, skills and contacts. First, I improved my skills in SMART Analysis, SWOT Analysis, PEST-PESTEL Analysis and in Business Model Canvas. I totally understood which innovative services must be offered by social entrepreneurship and I was inspired by other ideas. I strongly believe that exchanging good practices is the best way to learn new attitudes. Secondly, I feel lucky because I met people in key positions like counsellors from the Creative Europe program who informed us about the funding opportunities under various European Programmes.*

*Furthermore, I believe that I have widened my network, because I have an innovative project idea which I shared with others, to find ways to improve it and to apply it in a social entrepreneurship framework.*

*To conclude, I feel very satisfied from my participation in the SI4SI project, because it gave me more skills and knowledge than my expectations.*

*If I had to capitalise it in my real life, I would say that I improved my knowledge in the Social Economy field and I would like to continue communication with stakeholders like our trainers. For instance, I'd like to visit Higgs to discuss for some programmes and I can apply this knowledge to my work, because I am a job counsellor and I have beneficiaries who need support for writing business plans.*

*What I liked the most, was the variety of ideas and good practices that were shared, the network that has been created as well as the information on other funding opportunities. From my point of view, it was a great chance to meet stakeholders in Social Entrepreneurship Field.*





# France (Marseille)

## 1. DEFINITION OF SI ELABORATED AT LOCAL LEVEL

In France, the law of the social and solidarity economy defines the Social Innovation in the 15 article as follows:

«Any projects, coming from one or more enterprises, are considered to be related to social innovation if they are offering products or services with the following characteristics:

- 1 - They respond to social needs that are partially or totally unsatisfied in the market context or in the current public policy.
- 2 - They respond to social needs through a social innovation enterprise, through the supply of products or services that are the result of an innovation process or through an innovative working organisation of the activity.

All the creation process, the consulting and funding process of this type of social innovation projects are part of the social innovation in general. »

Charlotte BON from Mouves PACA, (Mouves: Acronym for Movement of social entrepreneurs) an accelerator for Social innovation enterprises based in Marseille (that was invited in the first Local Support Group for the definition of Social Innovation in December 2017) defines four main pillars that a Social Innovation Enterprise must have:

1. A viable and sustainable project.
2. A social and/or environmental purpose
3. Supervised profits
4. A participatory governance

She also defined the concept of Social Innovation, as the process that is developed with the main goal to change the normal practice and procedures to respond to one or more unsatisfied social needs, from a given moment in a given territory. Promote new solutions for dealing more effectively with major societal challenges.



At local level we can add some further considerations coming from the specific context of Marseille: - This city is a unique European example of mixed cultures living together, coming from several corners of the world with several religious beliefs. - Several people in Marseille, especially the ones coming from immigrants' communities, live in neighbourhoods that are considered isolated, with social obstacles, very poor and with fewer opportunities. - Nevertheless, the city is constantly growing with ambitious urbanistic plans that are changing the skyline of the city and bring richness, opportunities and also inequalities. Paola, one of the participants present in the first LSG talked about the SI definition, which states that projects must follow a bottom-up approach to adapt the solutions to those specific needs in Marseille. Diego, another participant of the first LSG said that, here in Marseille a definition of SI is certainly related to the existing social problems and projects must resolve the existing inequalities among the neighbourhoods, as much as possible.



# 1. FRANCE BEST PRACTICES PRESENTED AND DISCUSSED DURING THE LSGS



## LAVIE. Turn tap water into pure water (<https://www.lavie.bio/> )

- **THE CRITERIA:**

LAVIE is a simple and effective water purification solution. This project was one of the most innovative ones and was presented during the first workshop in December, 2017. In January 2018, during the CES in Las Vegas (the most important event for startups and innovators globally), the project has been honoured with the 2018 Innovation Award. That is the reason why we decided to include this idea into our catalogue.

- **PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:**

For people in developing countries, drinking clean water makes a large difference. Below, there are some numbers that will give a clearer explanation of the situation: 844 million people do not have clean water (WHO/UNICEF Joint Monitoring Programme (JMP) Report 2017). Every minute, a newborn die from infection caused by lack of safe water and due to unclean environment. (WHO, 2015). 31% of schools do not have clean water supplies. (UNICEF, Advancing WASH in Schools Monitoring, 2015). This solution can be useful for the reduction in the use of plastic bottles.

- **BENEFICIARIES AND THEIR NEEDS:**

As already mentioned in the previous paragraph, some of the beneficiaries of this project are people living in developing countries who are facing problems in accessing safe sources of drinking water. The solution we presented above can potentially work, not only for those living in developing countries but also as a tool in a modern kitchen, in cities, towns and remote villages, where water is stagnant or has a bad taste due to filter issues, pollution and other reasons.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

LAVIE is a device that turns tap water into still water, through quite a natural process, with no filter or add-on product. The purification process takes place in a glass bottle, placed in a natural bamboo case for 15 minutes and exposed to a special UV light. This patented technology, which is advanced oxidation by homolytic fission, can remove chlorine, chloramine, pesticides, chemicals, odours and tastes but, at the same time, leave all minerals and trace elements untouched. This process works thanks to electromagnetic radiation contained in the invisible solar spectrum, the UV-A. No bacteria or virus can survive. The quality is comparable or better than other commercial bottled water.

- **IMPACT AND SOCIAL VALUE:**

The social impact of this type of project is indisputable, especially in the developing countries where drinking clean water is still a right to be achieved. In modern countries, this solution applies to our normal daily life and can help societies reduce the use of plastic water bottles, as well. Many people nowadays are used in buying mineral water, but thanks to this new innovative solution, tap water can be produced at home and help people save the environment by a large amount of plastic waste.

- **SUSTAINABILITY:**

This product has been created based on a solid business plan that guarantees the sustainability of the project. A crowdfunding campaign has been successfully completed on the Kickstarter platform recently, to bring the project to the next level (below there is the link of the project page on Kickstarter website: <https://www.kickstarter.com/projects/gdumortier/lavie-unlimited-pure-mineral-water-with-unbeatable>). Several early followers have already decided to buy this product in advance and contribute the success and promotion of the product.



## LA CERISE SUR LE VÉLO. Des assiettes paysannes saines et locales (<http://www.lacerisesurlevelo.fr/> )

- **THE CRITERIA:**

This project approaches many subjects related to social innovation such as the slow food concept, organic food production from local suppliers and the sustainability of the resources especially in the food chain.

- **PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:**

In the context of global deregulation and strong inequalities, climate urgencies, health issues caused by pollution and insane habits, especially the ones related to food circuits, a sustainable life model is becoming more and more important. The main objective of La cerise sur le vélo project is to push citizens, especially the ones living in urban areas, adopt more healthy diet, promote farming activities and fair trade in the food market.

- **BENEFICIARIES AND THEIR NEEDS:**

A research on 3500 people, promoted by l'Obsoco (l'Observatoire société et consommation), shows that people, mostly coming from urban areas, care more about their nutrition. People that were questioned in the survey were looking for more qualitative food (59% of the sample) rather than cheaper prices. Other statistic resources coming from the annual Barometer of the Agence Bio in France show that 85% of the French population is interested in local organic food and 15% of the population is daily consuming organic food. The reasons for choosing organic food are mainly the health and quality of the products and the contribution to the preservation of the environment from a bad management of the resources.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

Slow food: the main objective here is to offer healthy, organic and fair take away food, that can be transported and delivered with an electric bike with three wheels suitable for food deliveries. The second main objective is the organization of practical workshops for students in schools and workers in companies, to introduce them to the challenges of healthy food in an era of global economy and talk about environmental respect, biodiversity, pollution, sustainability of the process, impact etc.

- **IMPACT AND SOCIAL VALUE:**

The La cerise sur le vélo project is strongly looking to promote the access to a healthy diet at a local level. The impact starts from local resources related to the supply chain in the food process. This will make citizens aware of the origin of their food, the food process and how to respect of the environment.

- **SUSTAINABILITY:**

The sustainability of this project is guaranteed through the sell of local organic food to local enterprises and schools, through targeting all those who are interested in this idea and care about our planet. Developing a good communication is crucial to spread the idea and attract more customers.

The second main project objective is to sell practical workshops to enterprises or schools in order to spread the awareness of the sustainable use of food resources at a local level.

### 3. FRANCE PROBLEMS/NEEDS IDENTIFIED DURING THE LSGS AND SOCIAL INNOVATION SOLUTIONS ELABORATED WITH YOUNGSTERS AND OTHER PARTICIPANTS TO THE LSGS

#### *Description of the Social Innovation ideas/solutions elaborated at local level during the LSGs*

## RECYCLOP PROJECT

- **PROBLEM ADDRESSED:**

Marseille is the second largest city in France and a beautiful city with a Mediterranean harbour with a huge urbanistic transformation in the last ten years. This city has always been mixed, where many cultures live together over the years with consequent problems and benefits. One of the main problems that Marseille and many other European cities face is the street pollution that comes from reckless waste disposal, lack of citizen's awareness and the municipality's questionable waste management. The main action of awareness that was proposed in the Recyclop project was related to disposal of cigarette butts that are being thrown away all over the street and the environment.

- **BENEFICIARIES AND THEIR NEEDS:**

People living in the city of Marseille are the final beneficiaries of the project, considering that they and their families will have the opportunity to live in a cleaner city. Tourists will also benefit from the project outcomes, as Marseille is also a touristic destination, where several people decide to spend their holidays.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

The project implements several actions against the urban pollution like:

- Awareness-raising in people in the streets, schools or in public spaces and the starting of a dialogue with all people that are interested in this process of awareness. Any type of pollution will be on the target of this venture, from cigarette butts to general sea pollution. This process will be completed through surveys and dialog in the streets, through public collection of waste, art flashmob performances and other useful actions that will help to increase people's interest and spread the awareness.
- The collection of cigarette butts is accompanied with a special "e-collector" that is thought to be distributed to people in the street or during the events in order to avoid the disposal in public places. This e-collector is also part of the business model of the Recyclop project.
- The third target of the Recyclop project is the recycling of rubbish, at local level, in cooperation with public or private entities. The main goal is to establish a partnership with experts working on the reconversion and recycling of different types of waste.

- **IMPACT AND SOCIAL VALUE:**

The impact for such a project is important at many different levels and will mostly benefit local people and also visitors, especially during summertime.

At local level, rubbish as well as other types of pollution can have a strong impact in people's daily lives in urban areas. An awareness campaign to teach responsibility and respect for others will maximize the impact and results of the project.

- **SUSTAINABILITY:**

A business model will keep the project alive and guarantee the sustainability in the long-term. For these kinds of projects, it's not easy to find the right model that can describe them, but several proposals have been made towards this direction such as:

- Selling services for cleaning and waste collection after events
- Rental or sale of e-collectors for cigarette butts with a sponsor for marketing purposes
- Awareness-raising services offered by public or private entities, including surveys in the streets, public collection of waste, arts performance and other public actions useful to increase peoples' interest on this subject.

## ECO-CANTINE

- **PROBLEM ADDRESSED:**

In the food services sector, using local and sustainable ingredients is becoming more and more common, because people seem to care more about what they eat, food's quality and where it comes from. It is also becoming an environmental matter, because most of the people care about the environment and the climate changes that affect modern society. People want to take an active part regarding those issues and contribute to a sustainable management of resources.

- **BENEFICIARIES AND THEIR NEEDS:**

There are several beneficiaries that can potentially benefit from this initiative, such as the customers of the eco-cantine who benefit from local products and support, in this way, the local ecosystem of producers and farmers. Those suppliers, who live near the consumption place, are also beneficiaries involved in the entire production chain. Last but not least, potentially all people living on our planet can benefit from this action even if they will never hear about us and our venture.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

An eco-cantine is a committed restaurant providing local food coming from local suppliers and resources available in nearby areas. All the processes such as the supply chain or the food preparation are closely monitored and managed as much as possible to keep the quality high and avoid any waste of resources. Sustainability is the key concept of the restaurants' operation and must be achieved through a strong ecological awareness by the managers.

- **IMPACT AND SOCIAL VALUE:**

The project impact can be achieved considering the following actions:

- Less shipping and travelling associated with your food products.
- Less fuel and electricity needed to ship ingredients to your restaurant.

You'll be helping to sustain natural resources by using local ingredients, and you'll be sustaining your community's actions at the same time.

In the long run, the objective is going to be even more local based by growing your own products and bringing seasonal ingredients from a certified organic rooftop garden to the guests. Also, while using a rooftop garden you can develop a composting program so it will reduce the food waste.

- **SUSTAINABILITY:**

Sustainability in the food service industry isn't just about locally sourced products and warm support from guests; building a strong business that can withstand economic uncertainties is a great way to give back to the community.

Trust is the key element that is offered to your customers, who are looking for an authentic restaurant.

Once you start using sustainable practices, let your guests know it by putting the information on your menu, in-store signage and marketing campaign. Additionally, as soon as you adopt more sustainable practices, you may attract a whole new greener clientele to your restaurant.

## 4. EUROPEAN, NATIONAL AND REGIONAL/LOCAL OPPORTUNITIES IDENTIFIED TO FUND SOCIAL INNOVATION IDEAS PROPOSED BY YOUNG PEOPLE

Below there are the financial opportunities for social innovation projects that has been found at local and national level:

### ***La Nef (<https://www.lanef.com/>)***

Provides mid-term or long-term loans starting from €10,000, in order to finance the development of any type of legal entity and their activities.

### ***Réseau Entreprendre (<https://www.reseau-entreprendre.org/>)***

It promotes and develops the "Entreprendre autrement" program, that offers honour loans starting from €15,000 to €50,000 for developing social projects and companies with limited pursuit of profit or with environmental scope.

### ***France Active (<https://www.franceactive.org/>)***

Guarantees funds for social enterprises (FGES): provides 50% loans starting from €5,000 to €100,000.

Guarantees funds for business support organisation (FGIE): provides 50% loans, starting from €15,000 to €120,000.

### ***Sogama-Crédit associatif (<https://www.sogama.fr/>)***

It includes loans that cover risk for mid-term and long-term loan contracts for non-for-profit bodies up to 70% of the treasury.

**Fondation Auchan (<https://www.fondation-auchan.com/>)**

Allocation of grants for non-for-profit bodies, project leader or Auchan partners that are leading a project for youngsters or for youth inclusion.

**Fondation Macif ([www.fondation-macif.org](http://www.fondation-macif.org))**

Allocation of grants for national or international social innovation projects with objectives like social inclusion, integration or gender equality.

**Fondation Crédit coopératif (<https://fondation.credit-cooperatif.coop/>)**

Every year, the foundation organises the awards for Social Solidarity Economy (“Prix et Trophée de l’initiative en économie sociale”) with prizes over €150,000.

Several prizes related to the Social Solidarity Economy are available, for example:

- The national prize. Open to all those actors engaged in the Social Solidarity Economy and lead a modern and dynamic project of social innovation.
- Une filière Outre-Mer (French overseas territories). Available to all actors that are active in the French overseas territories
- Prize for youth involved in the social innovation

Find below further information about how to finance a Social Innovation idea:

- <http://www.esspace.fr/financement-solidaire.html>
- <https://www.cresspaca.org/>
- [http://www.ess-france.org/sites/ess-france.org/files/ESS-FRANCE\\_rapport\\_financement.pdf](http://www.ess-france.org/sites/ess-france.org/files/ESS-FRANCE_rapport_financement.pdf)





## 5. LSGS YOUNG PARTICIPANTS' TESTIMONIALS

**Paola Sgro**

**Which new competencies, attitudes, inspiration and/or contacts they developed/gained?**

*I think we developed our knowledge in social economy and we discovered many examples of social enterprises in our own territory. We also took inspiration from entrepreneurs who believed in their own dreams and even if sometimes they failed, they understood that it was normal! I think this is a positive message for young people that are afraid before starting a new business venture!*

**How do they intend to capitalise this in their real life?**

*It's important to use the information received during the workshops to create new contacts, develop our network and continue to participate in events that can help us develop our business! The workshops gave us information of many important interlocutors, who can be approached by us, to develop, sponsor or asked for funding of future projects.*

**In general, what do they like most about the LSG experience (e.g. the non-formal and active methodology used; guests; the European "context" in which they were developed; etc. ...)?**

*I think that the most helpful thing was the presence of social entrepreneurs that told us their histories and explained the importance of starting new ventures and being active in whatever we plan to do. I totally appreciated the non-formal methodology and the training we made at the end of the workshop, even if sometimes we didn't have much time to complete the simulation.*

**Laura Sanna**

**Which new competences, attitudes, inspiration and/or contacts they developed/gained?**

*I am a social economy entrepreneur who has been working in Marseille for over five years.*

*The project we have hosted in our facilities, La Ruche, has made it possible for us to put young people in search of new ideas related to innovative social economy enterprises at a local level.*

*Personally, I have been working for over 8 years in the social economy ecosystem and I managed to contribute to this project by inviting young people interested in learning about the potential of the territory.*

**How do they intend to capitalise this in their real life?**

*The young people invited to the meetings, presented their ideas, were able to identify in the territory who are the interlocutors in order to accompany them to develop future projects.*

*I consider that for the young guests they have potential and that they must make their own the tools offered by the territory in order to progress effectively.*

**In general, what do they like most about the LSG experience (e.g. the non-formal and active methodology used; guests; the European "context" in which they were developed; etc. ...)?**

*The part I found most interesting for the young people was the opportunity they had to meet various social economy entrepreneurs and learn about their experiences. The examples of success and the knowledge of the dynamic of the territory have been very useful. In my opinion, the pace of training could be made more dynamic and improved.*

*More emphasis could have been given to exchanges between participants and play/game tools for the animation of the group.*

# United Kingdom (London)

## 1. DEFINITION OF SI ELABORATED AT LOCAL LEVEL

The elaboration of a common definition of Social Innovation went through several steps:

- The first step was for the facilitator to let participants in the event introduce themselves and say whether they had an idea about what social innovation is and if they had been involved in the past in activities related to social innovation. It turned out most of the participants had a vague idea about social innovation and just a small number (1 or 2) were actively involved in activities related to social innovation.
- There was then a brainstorming session where participants were asked to speak out whatever concept came to their mind which they thought was related to the meaning of social innovation. The main concepts identified during this process were the following:
  - Social impact
  - Sustainability
  - Addressing problems in everyday society with innovative and practical solutions
  - Addressing social issues affecting the community (health, jobs, environment, education, arts and culture, hunger, justice, etc.)
  - Creating social value
  - Creating and delivering change
  - Improvement in the conditions of human beings and society in general
  - Improvement to environmental conditions
  - Cost reduction/increased efficiency
  - Not profit driven but community driven
  - It can be repeated over time

The next step was to divide the participants in small groups and to briefly discuss about the findings of the brainstorming and to draft a definition of social innovation.

Finally, all the definitions were read out aloud and written on the board, and from there the various definitions were combined in order to come to a common definition of social innovation, which was elaborated as follows:

***Social innovation is new and innovative ideas that turn into social entrepreneurial and sustainable projects, that seek to tackle issues affecting society (such as health, jobs, or the environment among others), improve the conditions of the local community and of human beings in general, delivering social impact and social change.***

## 2. UK BEST PRACTICES PRESENTED AND DISCUSSED DURING THE LSGS

### • THE CRITERIA:

Local best practices chosen for the Local Action Plans are just among the many that were mentioned during the Local Support Groups, by facilitators and guests. They were mentioned as examples to support the theoretical part

related to the LSGs main topics, such as finding the issue, developing your idea, creating your business model, finding funding sources, and so on. The examples chosen prove the element of social innovation to benefit the small community rather than the large community.



## We walk the line

### • PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:

We walk the line is a social enterprise that empowers people to become entrepreneurs by selling artisanal coffee. The enterprise was born in consideration of the problem of youth unemployment: in 2014 17% of young people in the UK were unemployed.

Also, the enterprise considered the following factors:

- More than 60 of people declare they would like to work for themselves in the future
- 80% of people say the education system does not prepare people to become entrepreneurs
- More than 50% of people say that one of the major obstacles to starting a business is the lack of money.

(Stats from Shelly Stock Hutter, UnLtd, RBS & Princes Trust)

This enterprise has therefore come up with their own innovative idea for supporting people who want to become their own boss, employ and coach them.

This is done through the sale of coffee.

### • BENEFICIARIES:

The beneficiaries are people who need a break, young people at risk of dropping out of education, or people who need a second chance.

### • VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):

The aim of this enterprise is to empower people at risk to become entrepreneurs. What they do is employ the above mentioned categories and give them a chance.

They coach these people over the course of one year, and teach them on the job how to run a coffee cart. They coach them until they are ready to be self-sufficient, both from the point of view of business skills as well as barista skills.

The profits are reinvested to set up the employees with their own cart and pitch when they are ready, creating a new micro-business.

New entrepreneurs are continued to be supported via a franchise model which supports them with accounting, marketing and purchase of supplies in bulk.

This model is financed in three different ways: by buying their coffee, booking a cart for an event, or asking them to run a pop-up coffee for you.

### • IMPACT AND SOCIAL VALUE:

We walk the line addresses the problem of young people's lack of entrepreneurial education, or lack of funding for setting up their own business, and youth unemployment, with an idea that allows these people to learn these skills on the job and being able to set up and maintain their business at the end of the process.

It has social value because it addresses a flaw in an educational system that does not prepare enough young people to be entrepreneurs and a system that makes difficult for people without the money to start a business.

- **SUSTAINABILITY:**

This project is sustainable thanks to a virtuous circle that goes as follows:

- People from the target group are employed and they learn the skills necessary to open their own business.
- The business produces profits through its sale activities and these profits are reinvested into the system in order to get the aspiring entrepreneurs up and running with a coffee cart. They also get continuous support thanks to the franchise system.



## Building Bloqs

- **PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:**

Building Bloqs is a social enterprise whose mission is to provide flexible and affordable access to professional workshop space and equipment to support London's freelance makers, small businesses and designers ([www.buildingbloqs.com](http://www.buildingbloqs.com)).

The creators of Building Bloqs wanted to address the problem of the rising costs of workspaces in a city such as London, and the loss of workspace which is threatening the making, manufacturing and creating industries.

- **BENEFICIARIES:**

The beneficiaries are people working in the making, manufacturing and creative industries, whether it be individuals, small and medium businesses, or organisations. Building Bloqs offers them the possibility, through the payment of a small fee, to use the equipment put available by the enterprise, which includes machines to work with wood, metal, textiles, laser cutters, CNC machines and a spray booth. Users of this space include: carpenters, builders, interior designers, furniture makers, fashion designers, set builders, fine art makers, architects, welders, blacksmiths and many others. The beneficiaries need an affordable space where they can perform their work, which would not be possible if they had to rent their own spaces and buy their own machines.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

This initiative seeks to help the community of makers, manufacturers and creators based in London, who can't afford the high rental prices of workshop space as well as the high price of machinery.

Building Bloqs puts at the disposal of these people, subject to the payment of a small membership fee, the possibility to use the spaces and the machinery to produce their crafts.

By doing this, the founders have sought to help facilitate innovation and supported the establishment and growth of businesses and careers.

The idea was born when the founders, makers, craftsmen and artists themselves, saw the rent of their workshop skyrocket and their space reduced. Therefore they came up with the idea to create a shared workspace which could be used by many people. They found a suitable site, which they equipped with state of the art machinery, and everything took off from there.

The workshop is versatile in the sense that members can use it and pay for it as and when they need access. The more members, the more purchasing power to buy new equipment that would be out of reach for many.

Savings are reinvested into the system, and leftover materials are recycled and converted to fuel to power the building.

- **IMPACT AND SOCIAL VALUE:**

Thanks to Building Bloqs, a large number of artists, makers and craftsmen who would not be able to afford renting their own workshops and buying their own machinery, can work and produce their crafts. It has a big impact and

social value as it allows the target group to thrive and be able to perform their trade, inspiring innovation and creativity.

Besides the “material” value, Building Bloqs also focuses on other aspects, such as innovation and collaboration. With so many like minded people in the same space, even though coming from different sectors, Building Bloqs encourages members to band together, to experiment, to build projects together, to leverage each other’s network and share wealth. With people from different fields working together on new project ideas,, there is a combination of skills allowing them to diversify their offer in the market.

There is a café inside the workshop, which is a focal point to bring members together and nurturing a culture of collaboration and co-working.

There are also several training initiatives to encourage collaboration.

- **SUSTAINABILITY**

The payment of a small membership fee makes it possible to use the earnings for the maintenance of the place and the purchase of new equipment, which in turn attracts more members across different fields. This makes the system self-sustaining in the long term.

### 3. UK PROBLEMS/NEEDS IDENTIFIED DURING THE LSGS AND SOCIAL INNOVATION SOLUTIONS ELABORATED WITH YOUNGSTERS AND OTHER PARTICIPANTS TO THE LSGS

#### *Description of the Social Innovation ideas/solutions elaborated at local level during the LSGs*

#### THE ECO-COMMUNITY PROJECT

- **PROBLEM ADDRESSED:**

Asylum seekers and refugees who are new to a country can often find themselves in a vulnerable and a marginalised condition. In the UK, there are more than 40,000 asylum seekers, most of them living on the outskirts of the big cities. According to the British law, asylum seekers are entitled to apply for accommodation and basic support from the government. As a result, they could receive an accommodation on a no-choice basis and subsistence support which in 2017 amounted to £ 36.95 per week. Once a person receives the refugee status, the asylum support ceases in 28 days. In this timeframe, refugees are expected to secure housing and income. Asylum seekers and refugees are usually identified as vulnerable members of the society. This vulnerability needs to be addressed with opportunities to socialise and find jobs to make them more confident to live in the UK, which in the past had the lowest unemployment rate for foreign nationals if compared to the other EU countries.

- **BENEFICIARIES:**

As soon as the asylum seekers arrive in a new country they experience many difficulties. First, they have to go through the legal process, they have to lodge an asylum claim and provide the authority with information about their past and the reasons to leave their country. The process is usually long and while they wait for the decision concerning their legal status, they have to make a new life in a new country.

Not to mention they might have experienced traumatic events throughout their journeys, and they might be suffering some sort of mental health issue, more or less severe.

In these circumstances, it is likely for them to feel disoriented and insecure. As a matter of fact, they face several

barriers to get into a new beginning. The language barrier is the most common one together with a cultural shock which prevent them to be at ease in the new country. Because of these barriers, they are not able to quickly take part in the social life of the hosting country. The opportunities to socialise are usually provided by the third sector. British charities have programmes aimed at involving asylum seekers in the neighbourhood. Another factor that prevents them from taking on an active role in the new community is linked to the job sphere. While asylum seekers wait for the documents to live legally in the hosting country, national laws do not allow them to work, to have a regular contract. This factor contributes to make them perceived as “external” people, not fully participating in the life of the new country. People with a newly recognised refugee status face also many challenges. As the asylum payments support terminate, refugees are likely to rely on charities, family, friends and foodbanks to live before they manage to secure an employment. It follows on that early jobs opportunities are very much needed for refugees to secure a sudden income.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

The proposal which will be described below, aims at creating job opportunities for asylum seekers and refugees. These would represent starting jobs for them as they would need to improve their language skills and consolidate the knowledge of the territory where they live. Within the eco-community project, the beneficiaries will get the chance to be involved in a productive activity and meet up with some local people (volunteers, estate owners etc.).

The project consists of four phases to be implemented. It first requires a starting organisation to develop a database of local people owning a small fruit or vegetable estate who are willing to commit to the purpose of the project and make their properties available for the refugees. In addition to that, organic shops will be also contacted, and their availability checked. They will be the selling points for the harvest.

In the second phase, refugees and asylum seekers who want to be part of the project will access health and safety training to learn how to keep themselves safe while working picking up fruit and vegetables; they will also become acquainted with the best practice to preserve the crop.

The third phase consists in harvesting the fruits: the beneficiaries will reach their workplace supported by local volunteers or project staff members and will be hosted by the estate owner. Local projects members will be involved in this phase together with volunteers to work and oversee the smooth running of the activities.

In the final phase, the products will be sold to the organic shops. Shops will be asked to display leaflets and brochures next to the products. Each costumer will be given a personal brochure with photos, information about the project and estate owners credits.

Through these activities, refugees and asylum seekers will be given the opportunity to both work and mix with local people. In addition to that, a natural surrounding plus a manual activity could be beneficial to the body and the mind. As refugees and asylum seekers live in distress conditions, this project is likely to release their tension and perhaps bring a bit of peace of mind.

Over time, the project will be involving refugees into its management, they will be eventually running the economic activity and become entrepreneurs.

- **IMPACT AND SOCIAL VALUE:**

The overall project is likely to affect positively the lives of refugees and asylum seekers from the economic and social point of view. The relationship between refugees and local people is expected to improve. The project will enhance people’s awareness about the legal and the living conditions that immigrants are experiencing in the new country. The more aware the local people are, the easier they will empathise with the beneficiaries of the project.

The project purpose is to enhance self-esteem among vulnerable refugees and asylum seekers and strengthen their employability skills.

Beyond these main purposes related to refugees’ lives, this project could generate a virtuous circle in the



environment, reducing agricultural waste and putting more quality products into the market.

- **SUSTAINABILITY**

The project can be sustainable if new estates owners are enrolled into it year after year. The sustainability relies also on an efficient marketing planning including an extensive use of the social media to reach as many customers as possible.

## DWELL

- **PROBLEM ADDRESSED:**

The proposal addresses the problem of homelessness in big cities, in particular for young people. Some statistics calculated that in 2016/2017, an estimated 86,000 young people approached their local authority because they were homeless or at risk of homelessness.

There are charities operating nationwide providing accommodation, health and other support services for young people.

However, there are still many other thousands young people still sleeping in buses, abandoned places, or wherever they can find an improvised shelter.

Among the issues that bring young people to leave their families and go to the street are: anger and abuse issues in the family, mental and physical problems, deprivation prospects and poverty, gang related issues, exclusion from school, etc.

Another issues is also the fact that established shelters, which host homeless people overnight, usually close early in the evening, between 6 and 7:30pm.

Therefore this idea intends to:

1) Fill all shelters at full capacity and improve the ability to enter young people into the system after 7:30 pm. Search engine research showed that help for young people was only during working hours therefore it would be good to extend this.

Also, not enough homeless people know about shelters that operate all year round not just during the winter.

2) Many homeless people resulted to squatting in the empty buildings around the city.

So in order to address these problems, the idea is to partner with the landlords of the many empty buildings within the city, and set up pop up shelters within them, to reduce squatting and anti-social behaviour and damage the landlords would face if the building became operated by squatters.

- **BENEFICIARIES AND THEIR NEEDS:**

Homeless young people who need shelter and accommodation short term.

They need to know if they can have dogs in the building. Also, whether the accommodation is single sexed or mixed or suitable for young people (i.e. 16-17). They need support or access to long term structures to help them get off the streets for good.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

The idea is to contact landlords and property managers of properties that for some reasons, are empty, for example, buildings that have been left empty because a regeneration process has been set in motion, however the building is empty in the wait for necessary permissions. the aim is to directly to appeal to their corporate

social responsibility and council. In order to use of their empty buildings for a short term.

A contract is drawn up between the enterprise and the landlords, in order to prevent anti-social behaviour of users, prevent squatting and landlords will benefit from 18 hrs per day building security for property.

The information on the places available would be delivered using a blended IRL (in real life) and online information signpost offer.

- **IMPACT AND SOCIAL VALUE:**

Reduced homelessness in local area, solution to the housing crisis in London. Increase awareness of services and shelters in local area by public and users.

- **SUSTAINABILITY:**

The project is sustainable from one side thanks to the landlords, who put available for homeless young people (under certain circumstances) their properties that otherwise would be left empty. On the other side, it appeals to the corporate social responsibility of landlords and property developers to provide basic services.

## 4. EUROPEAN, NATIONAL AND REGIONAL/LOCAL OPPORTUNITIES IDENTIFIED TO FUND SOCIAL INNOVATION IDEAS PROPOSED BY YOUNG PEOPLE

There main the facilitators tried to pass across to participants, was that external sources of financing are a good and sometimes necessary instrument in order to get started and get the project idea up and running. However, what social innovators should aspire to, is to get the project self-sustaining, meaning that it is funded with the activities carried out, creating surpluses that can then be re-invested in order to create more social impact and affect more and more people.

With that in mind, a lot of sources of funding where taking into consideration. Please see them below:

### **Nesta (<http://www.nesta.org>)**

Nesta is a global innovation foundation based in the UK. Their mission is to back new ideas that seek to tackle some of the main challenges of our time. They work with partners across the globe including governments, businesses and charities. They focus on areas where the combination of digital technology, empowered individuals, and better use of data and evidence can have the biggest impact. Their main areas they focus on are: health, education, the creative economy and arts and culture, government innovation, and innovation policy.

### **Innovate UK ( <https://www.gov.uk/government/organisations/innovate-uk>)**

Innovate UK is part of UK Research and Innovation, a non-departmental public body funded by a grant-in-aid from the UK government. They support businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base. They connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

They fund business and research collaborations to accelerate innovation and drive business a investment into research and development.

### ***Bethnal Green Ventures (<http://bethnalgreenventures.com/>)***

Bethnal Green Ventures is an accelerator programme, which helps early start ups in the tech field by investing in their activities and providing intensive mentoring and ongoing support to help grow and scale their venture. They help talented teams in the tech field scale tech for good ventures that will significantly improve millions of lives.

### ***Social Tech Trust (<https://socialtechtrust.org>)***

Social Tech Trust invests in new tech ideas that have the potential to transform lives. Their aim is to create a supportive environment for those striving to realise socially motivated tech. They have invested in hundreds of projects using tech to address social challenges: from Open Bionics' work developing 3D printed bionic hands, to Night Zookeeper's creative digital platform using machine learning to provide early diagnosis of dyslexia in children, and OpenUp Music's design of accessible instruments for disabled people.

### ***Interreg 2 seas programme***

Interreg 2 Seas 2014-2020 is a European Territorial Cooperation Programme covering England, France, the Netherlands and Belgium (Flanders). The Programme is part-financed by the European Regional Development Fund and has a total of €241m ERDF to co-finance projects in the 2014 – 2020 period. The overall objective is to develop an innovative, knowledge and research based, sustainable and inclusive 2 Seas area, where natural resources are protected and the green economy is promoted. In order to realise this, projects that directly contribute to one of the Specific Objectives can be part-financed for up to 60 % of their total project budget. Next to these Specific Objectives, projects are also encouraged to take into account the two 2 Seas cross-cutting themes: "support to SMEs" and the "Maritime dimension".

### ***Homelessness Change and Platform for Life programmes***

Both are UK Government funding schemes. Homelessness Change is designed to improve hostel accommodation and facilities so that better healthcare can be delivered in them, and help rough sleepers avoid unnecessary hospital stays. It also gives people extra support such as education and training.

The Platform for Life scheme aims to provide shared rented accommodation for young people aged 18 to 24 who are at risk of homelessness. The money will fund time-limited tenancies that are linked with participation in work, further education, or vocational training. This will help give young people the skills they need to maintain employment and have a healthy and successful life.

### ***Big Lottery Fund ([www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk))***

It Gives grants to community groups and projects that improve health, education and the environment. It supports new projects that test new ways of tackling emerging and existing social problems.

### ***The London Community Foundation ([www.londoncf.org.uk](http://www.londoncf.org.uk))***

It gives grants to small community groups and charities across London to projects tackling a variety of social issues.

### Trust for London ([www.trustforlondon.org.uk](http://www.trustforlondon.org.uk))

It gives grants to works that develop new and imaginative ways of addressing the root causes of London's social problems, especially work which has the potential to influence and change policy, practice and public attitudes. Areas it will fund under are: employment; advice; social justice issues; and violence.

### Horizon 2020

Horizon 2020 is the biggest EU Research and Innovation programme, especially supporting research and innovation.

## 5. LSGS YOUNG PARTICIPANTS' TESTIMONIALS

**Ms Francesca Cipolla**

#### *Which new competences, attitudes, inspiration have you developed thanks to the training?*

*The new competences achieved are related to the contents of the training. I familiarised with some of the steps that a potential entrepreneur has to go through before setting up a social enterprise: i.e. Identify a problem, brainstorming with other people about how to solve the problem, sharing ideas and taking the most innovative one.*

*Another important tool I had the chance to get familiar with was the Business model canvas. Regarding the attitudes, the training allowed me to think strategically and plan a short, medium and a long term strategy to implement the social business idea.*

#### *Have you developed new contacts?*

*Yes, I got the chance to meet new people with interesting innovative ideas and also supportive trainers.*

#### *How do you intend to capitalise this in your real life?*

*I will use all the tools I've got from the training such as ideas, resources and contacts to better elaborate my social business idea.*

#### *What did you like the most about the experience (e.g. the non-formal and active methodology used; speakers, etc.)?*

*I liked the interactive methods used. I liked having the chance to present my own idea and to do some group activities with the other participants.*

#### *Do you feel the training has made an impact on your personal and professional life? If so, in which way?*

*The overall impact was positive. On a personal level I had the chance to meet new people and on a professional level I increased my network and I got some insights into innovation, enterprise and business in general.*

#### *Were it not for this training, do you feel you would have gained these competences in other ways?*

*If it were not for this training, I would have gained similar competences and knowledge through an online free course, such as MOOC. However, I wouldn't have the chance to be challenged and get insights and inspiration from discussion with other people.*



## Ms Linda Nicole Belle

### Which new competences, attitudes, inspiration have you developed thanks to the training?

The training galvanised an entrepreneurial mind-set, and made me more adept to start my own venture.

### Have you developed new contacts?

I have made met new contacts through this training and from them have managed to find out about other opportunities within the sector such as The School for Social Entrepreneurs

<https://www.the-sse.org/>

### How do you intend to capitalise this in your real life?

The training has helped expand my knowledge and enabled me to take a more calculated and strategic look at the model of the social enterprise rather than just from a charity prospective.

### What did you like the most about the experience (e.g. the non-formal and active methodology used; speakers, etc.)?

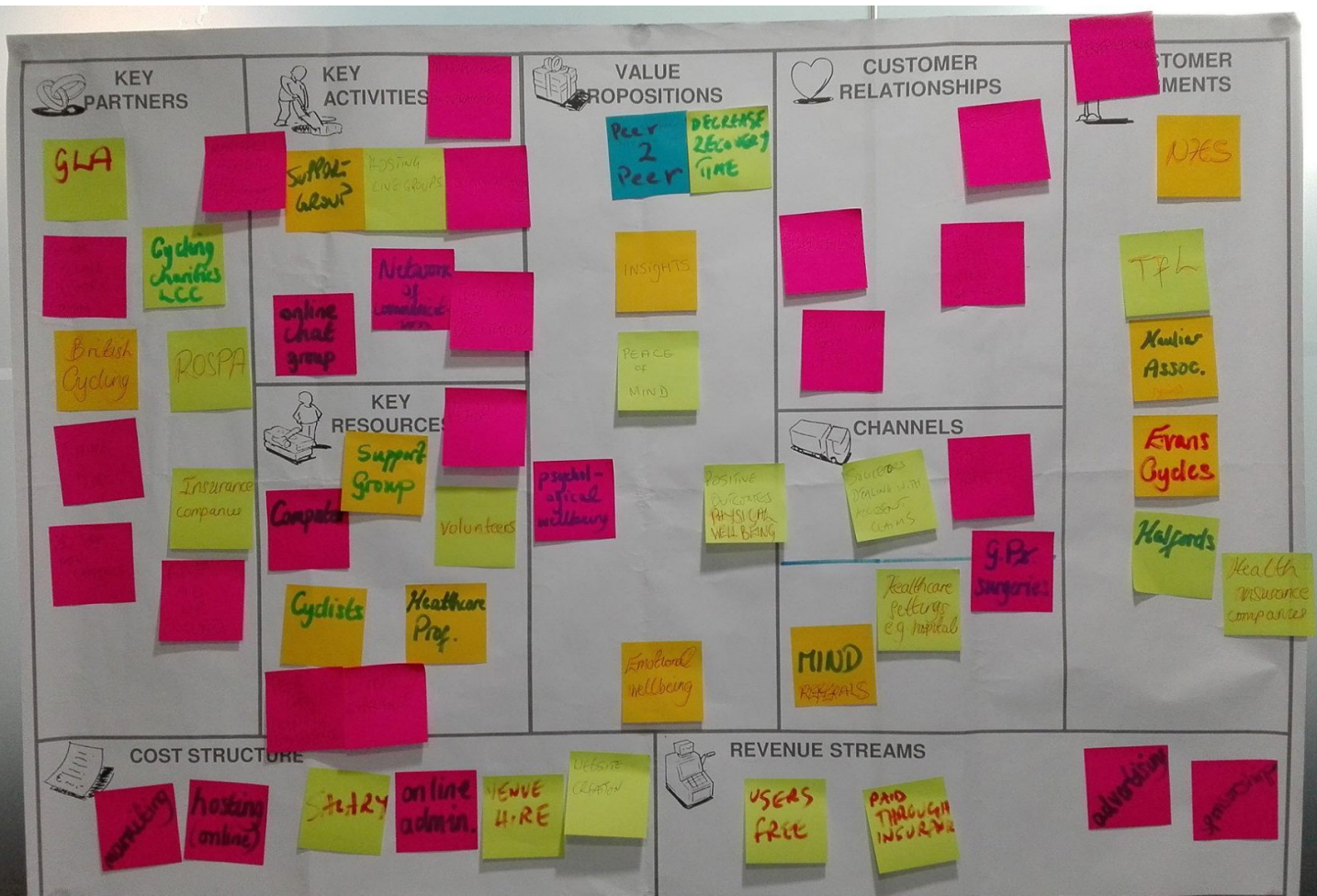
Relaxed environment and you don't realise how much you have learnt until you walk out with a headache and loads of creative ideas, builds on from each session.

### Do you feel the training has made an impact on your personal and professional life? If so, in which way?

The training has improved my professional life since it enabled me to work with people from different levels of their organisations and get fed back from them on my own venture.

### Were it not for this training, do you feel you would have gained these competences in other ways?

It would have took many different workshops to gain the knowledge and improve on my skill-set, if it was not for this workshop, since it covered my bases which I enjoyed.





# Poland (Warsaw)

## 1. DEFINITION OF SI ELABORATED AT LOCAL LEVEL

*Social Innovation is an idea that brings both positive changes in the community and business effectiveness. SI is an idea that solves social issues and this solution often requires the active collaboration of constituents together with the government, that creates policies, the businesses, providing resources, and the not-for-profit world, that is the closest to the issues affecting the community.*

## 2. POLAND BEST PRACTICES PRESENTED AND DISCUSSED DURING THE LSGS

- THE CRITERIA:

A few ideas were discussed, but we were looking for something unique, significant and sustainable in Poland for at least more than 3 years.

#CzarnyProtest

### Czarny Protest – Black Protest

- PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:

The collapse of the Communist system brought an end to legal abortion in Poland as well as in other parts of central and Eastern Europe. This gave rise to a prominent women's movement that was key to the formation of the democratic public sphere.

Slowly over time, people came to accept 'the compromise' introduced in 1993. At the beginning of the 1990's a Polish Statistical Bureau poll reported that 75% of respondents supported legal abortion. Gradually, people became increasingly less supportive of the legalisation of abortion with a notable shift in 2006, when public opinion was recorded to have shifted to an anti-choice stance supported by almost 60% of the population.

The move to a near-total ban of abortion came at a time when the public frustration with the ruling party was building up. Momentum started to build up and a national strike to protect women resonated with those opposing other policies introduced by politicians.

(based on <https://www.opendemocracy.net>)

- BENEFICIARIES:

Human rights groups warned women suffering miscarriages that they may risk being charged on suspicion of abortion and stated that this would create a two-tier system of abortion access, in which only the wealthy can travel abroad for an abortion.

According to some resources, in many cases, to introduce an anti-abortion law means that women will be sentenced to death. This fact will take away the sense of security they have, the treatment options available when pregnancy puts their lives or health in danger. One gynaecologist warned that the law as it is now could effectively lead to doctors being unwilling to do invasive ante-natal tests and lifesaving operations. Women found to have had abortions can possibly be punished with a five-year prison term. Doctors found to have assisted in an abortion would also be liable for jail time.

(<https://www.bbc.com/news/world-europe-37540139>)

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

Thousands of women, (but not only) in Poland have gone on strike to protest against the proposal for a total ban of abortions. They marched through the streets wearing black clothes, as a sign of mourning for their reproductive rights. Demonstrations were held in solidarity in other European cities, including Berlin, Brussels, Dusseldorf, Belfast, London and Paris. The Council of Europe's commissioner for human rights, Nils Muižnieks warned that the new measure ran counter to Warsaw's human rights commitments.

- **IMPACT AND SOCIAL VALUE:**

The sheer mobilisation of Poles against the proposed abortion law resulted in its rejection by the Polish government.

- **SUSTAINABILITY:**

A strong movement was launched with a real impact on politicians and internal and foreign affairs.

- **EXTRA LINKS:**

- <https://www.bbc.com/news/world-europe-37540139>
- <https://www.theguardian.com/world/2018/mar/23/abortion-poland-mass-protests-against-tightening-of-law>
- <https://www.independent.co.uk/news/world/europe/poland-women-abortion-ban-march-strike-protest-reproductive-rights-polish-government-latest-a8163281.html>
- <https://www.economist.com/europe/2016/10/04/polish-women-skip-work-to-protest-against-an-abortion-ban>



## "Intergenerational Dancing" / "Dancing Międzypokoleniowy"

- **PROBLEM ADDRESSED AND THE SPECIFIC CONTEXT:**

Why don't senior citizens participate in social life in Warsaw?

Intergenerational Dancing parties have been organised since 2011. The regular events attract people by a total lack of any generational divisions. However, the party is not addressed to the senior citizens exclusively. Grandparents have fun on dance floors together with their grandchildren, kids dance with their parents, and representatives of national minorities feel at home. In other words, the events are aimed at those who experience on a daily basis various limitations because of their age or cultural background. These parties offer a great chance for intergenerational meetings, starting a dialogue and making those existing border lines – artificial and unneeded – disappear. People, who on a daily basis don't have a chance to spend time together and have fun. The parties within the cycle "Intergenerational Dancing" / "Dancing Międzypokoleniowy" are a pretext for striking up a conversation, for intergenerational meeting and a way of tearing down the artificially created, unneeded, undesired border lines.

Source: translation of the promotional material provided by the organizer of the event – Fundacja Nizio (Nizio Foundation)

- **BENEFICIARIES:**

During the project, senior citizens visit various venues all over Warsaw. These venues are the most important on the cultural map of the city. By doing so, they also get acquainted with contemporary music, while the younger participants of Intergenerational Dancing parties get to know some of the best pieces created back when their parents and grandparents were young. On this musical journey, they are guided by a resident DJ - Wika (70+) and various DJs who represent the younger generation.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

This event, Dancing Międzypokoleniowy, intends to eliminate barriers between generations. Thanks to this event, elderly people can go to some places, which normally they don't have the chance to visit.

Dancing is also a cross-cultural integration. Many people from minorities are also attending events like these. Thus, dancing knocks down barriers – related to age and culture.

"Senior Djs Dancing Academy" and "Dancing Międzypokoleniowy Casting Agency" are also working on this project and offer their contribution.

- **IMPACT AND SOCIAL VALUE:**

Intergenerational Dancing is about breaking the stereotypes towards elderly people and age-related marginalisation. Intergenerational Dancing is also teaching others tolerance and courage and inspires them to follow their passion no matter how old they are.

- **SUSTAINABILITY:**

The organisers always pay a lot of attention in choosing venues that will host the events of "Intergenerational Dancing" // "Dancing Międzypokoleniowy". During the action, senior citizens visit clubs, which are truly important in the map of the cultural life of the Capital City of Warsaw. They get to know popular cafés and clubs, where their children and grandchildren spend time on a regular basis.

The organisers of "Intergenerational Dancing" // "Dancing Międzypokoleniowy" need to prove to the young generations that it is possible to spend time with grandparents in a fun and enjoyable way. However, to be sustainable, they run Senior Djs Academy and a casting agency. Among their clients are Netflix and Rossman.

### 3. POLAND PROBLEMS/NEEDS IDENTIFIED DURING THE LSGS AND SOCIAL INNOVATION SOLUTIONS ELABORATED WITH YOUNGSTERS AND OTHER PARTICIPANTS TO THE LSGS

*Description of the Social Innovation ideas/solutions elaborated at local level during the LSGs*

#### I AM TOO YOUNG TO DIE

- **PROBLEM ADDRESSED:**

Current study results show a general lack of information regarding the blood type knowledge.

The blood group is very important when it comes to having a blood transfusion. If blood is given to a patient that has a blood type that is incompatible with the blood type of the blood that the patient receives, it can cause intravenous clumping in the patient's blood which can be fatal. The patient's body can start producing antibodies that attack the antigens on the blood cells in the blood that was given to the patient.

- **BENEFICIARIES AND THEIR NEEDS:**
  - People who victims of an accident or people who are unconscious
  - People who have witnessed an accident
  - Potential blood donors.
- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

The idea of the project itself is not innovative but the procedure to obtain the bracelet is based on gamification and the use of an innovative app tool that encourages people to be engaged into blood donation procedure and knowledge.

- **IMPACT AND SOCIAL VALUE:**

Half of all medical errors occur because of mistakes made upon admission or discharge from the hospital. Therefore, wearing a bracelet with medical data protects against potentially harmful medical errors.

- **SUSTAINABILITY:**

Local celebrities and other famous people will be asked to design the bracelet that will be sold. The income will be donated to social campaigns, but also administrative costs will be covered by them.

## ALLERGIC IS NOT A FASHION – COOPERATIVE FOOD MARKET

- **PROBLEM ADDRESSED:**

A food allergy is when the body's immune system reacts unusually to specific food. Although allergic reactions are often mild, they can be very serious. One of many theories is that, the increase in adult food allergies is caused by people maintaining a better hygiene. "Our current daily living includes many ways to keep us healthy from germs such as using plenty of antibiotics and being clean. Thus, our immune system is being kept less busy fighting bad germs and is more likely to get misdirected to attack harmless proteins in foods, animal danders, pollens, etc.

- **BENEFICIARIES AND THEIR NEEDS:**

Allergies and intolerance to foods such as wheat and dairy products have become so "fashionable" that one in five people now believes that they are affected. Different researches say that in fact, only a small percentage of the population suffers from allergies. These groups of people are sometimes accused of being "ill" just because it's fashionable. Allergy-friendly products offered by popular markets are expensive and not affordable for everyone. As a result, people started growing their own vegetables, but there is also a great need to add more products and food choices in the diet. For this reason, the solution could be the development of a cooperative.

- **VALUE PROPOSITION (SOLUTION TO THE PROBLEM AND ITS INNOVATIVE CHARACTER):**

The cooperative is not a new idea in the world, but in Poland is a quite new concept. "As businesses driven by values not just profit, cooperatives share internationally agreed principles and act together to build a better

world through cooperation”.

- **IMPACT AND SOCIAL VALUE:**

We value member participation in the community because we recognise that the production of good and qualitative food and a strong local economy can be the outcome of a group effort.

- **SUSTAINABILITY**

Opening the market will require substantial financial resources in order for the local community to be able to sell the products to a larger customer's audience. This initiative targets not only customers with allergies but also people that care about their health and eating habits in general.

## 4. EUROPEAN, NATIONAL AND REGIONAL/LOCAL OPPORTUNITIES IDENTIFIED TO FUND SOCIAL INNOVATION IDEAS PROPOSED BY YOUNG PEOPLE

- **EUROPEAN**

- European funds
- Ashoka organization – focused on social innovators

- **NATIONAL**

- Crowdfunding platforms (Legal issues may apply)
- Private sponsors (requires a good business plan)
- Small grants offered by companies
- Lottery

- **REGIONAL**

- Municipalities (although with some difficulties due to the political orientation)
- Family members
- Collecting money during events (Legal issue may apply)



## 5. LSGS YOUNG PARTICIPANTS' TESTIMONIALS

*Aleksander*

*It was quite difficult for me to understand the idea of social innovation. I studied Economy and I am more business oriented. Social and ethical issues are crucial for me but mainly in terms of Corporal Social Responsibility. I really liked the real examples and the fact that workshops were elaborated based on our own idea by identifying needs. That was a challenge for me.*

*I participated in the workshop as my friend is working in the NGO sector and he is trying to establish a social enterprise and he thought that social innovation is somehow linked to this subject. He encouraged me to go with him, as he was afraid of going alone. I didn't have any idea about this concept and I thought that's "boring stuff." Finally, I participated in 3 meetings and now I am thinking about creating an app for a young woman endangered by addiction.*

*Kris*

*This workshop was very different from my regular classes. As I remember from my school we were listening to the teacher and making notes. If it was boring we would play on the smartphone (hehehe). On this workshop, I was all the time involved in activities, like on my physical education, that I loved. In the beginning, I was really skeptic to this method, but then I realized that it's really fun and meantime I learned what social innovation is and non-formal learning. I am volunteering in the organization that organizes this workshop now.*



# Impact Evaluation

## THE MONITORING AND EVALUATION PROCESS

The smooth project implementation and the quality evaluation of its results were constantly monitored throughout the project lifetime according to a commonly agreed monitoring and evaluation plan developed during the first months of the project. The plan included a detailed list of outputs and outcomes, indicators and sources of information on these indicators. Two intermediate reports and a final report were then drafted and discussed during the project transnational meetings.

In particular, the evaluation process was aimed at verifying the accomplishment of the project goals and its impact on i) the participant organizations and the youth workers who played an active role in the project as organisations' staff, as well as ii) the participants in the four Local Support Groups (LSGs) held in the 6 countries where the partners are based (France, Greece, Italy, Poland, Spain, and the UK).

The main findings of the evaluation are described in the pages below.

## EVALUATION OF LSGS

As regards to the evaluation of the LSGs, the process was based on the collection and analysis of the electronic questionnaires sent to the attendees after each one of the events. The questionnaire, developed in English, was translated into the respective national languages to facilitate its completion. A total of 254 questionnaires were collected through a Google Form sent to the participants after each LSG.

The accomplishment of the performance indicators set at the beginning of the project is shown and discussed for each event and, in the final report, for the project as a whole. Descriptive statistics and graphical representations are used in order to show the distribution of the answers, focusing on specific respondents' categories (such as youth workers, entrepreneur, unexperienced people, etc.). and making comparisons between countries.

The present report aims at providing a summary of the main outcomes reached through the local support groups (LSGs) held in each of the 6 partners' countries.

Here, the fulfilment of the overall project outcomes is assessed, together with the highlighting of the strengths as well as the aspects that can be improved. Statistics are grouped by country in order to give direct feedback to local organizations and to the communities involved.

## NEW SKILLS ACQUIRED BY THE PARTICIPANTS

As the main project goals attain with spreading the principles and the culture of social entrepreneurship and providing young people with new knowledge and tools in this field, we start with a summary of what participants have gained through the events (Fig. 1).

All of the aspects are far above the threshold of 60% of participants' agreement. In particular:

- More than 80%, on average, declare to know, thanks to the LSGs, the meaning of being a social entrepreneur. This is a fundamental step in building the right awareness to allow people to undertake their own business in this area. Among the English and the Greek participants, this is the most successful aspect (91 and 90% respectively).
- Again, in terms of motivation for entrepreneurship, for the items "I feel that social innovation is a feasible goal"

and “I feel comfortable with social innovation fundamentals”, the distribution of answers is highly positive. The former point can be considered a strength for the French and the Spanish partners, that here reach their maximum agreement (94% and 83%, respectively). The latter is the most valuable one among the Italian participants (87%).

- On the side of the acquired knowledge, 78% on average express their agreement with the item “I know the skills required for social innovation” and 82% with the item “I know more about the best practices in social innovation”. Relatively to this two knowledge, the highest scores are reached by Italy (84%) and UK (90%) respectively.
- On the level of the new relations and opportunities of cooperation created through the LSGs, the item “I have enlarged my network” has its peak for the Polish participants. This aspect is particularly valuable in terms of personal and professional growth and is one of the main goals in any European project.
- Finally, attending the LSGs has enforced the participants’ awareness of being a European citizen. The partners who have best managed to strengthen this awareness have been the Spanish ones (70%).

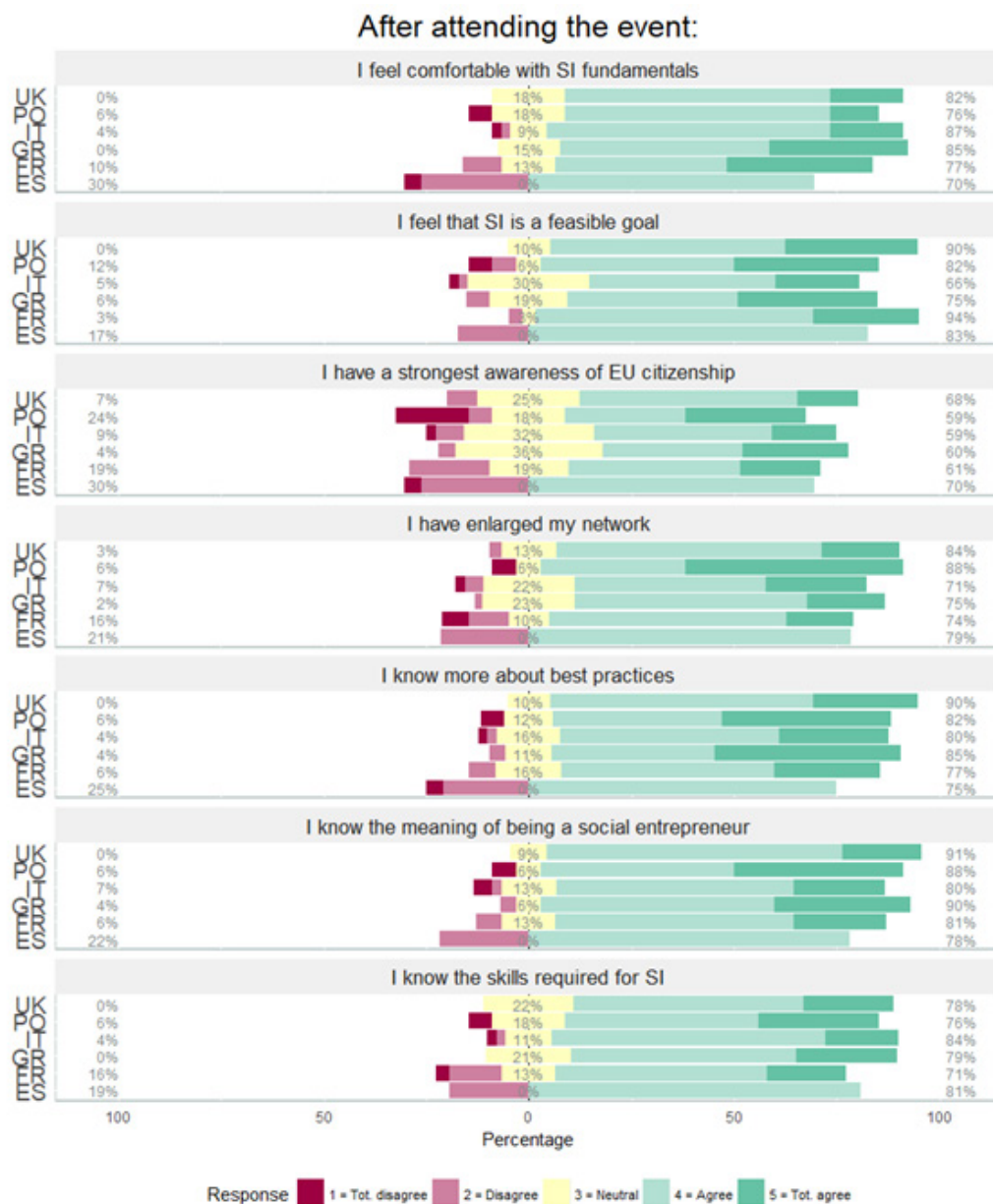


Fig. 1. Skills acquired and perceptions after the four LSGs, by country



## PARTICIPANTS' SATISFACTION

This section summarizes the overall appreciation of the participants regarding the quality of the events they attended.

First, the evaluation of the speakers, from their reliability and expertise to their ability of engaging and motivating the audience. As shown in Fig. 2, speakers were not boring at all, hence they were able to keep the attention of the participants high.

For the other qualities of the speakers, the judgments provided with respect to national events are now examined in detail.

English participants are exceptionally satisfied by the speakers competencies (100%) and their level of expertise (99%) as well as their ability to engage them (99%). In Poland and Italy, speakers were mainly judged as experts on the topics (100% and 93%, respectively) and reliable (94% and 89%). Being a source of inspiration is the main quality recognized to the Greek (100%) and French (94%) speakers. Finally, the Spanish speakers have been considered particularly reliable (88%) and engaging (85%).

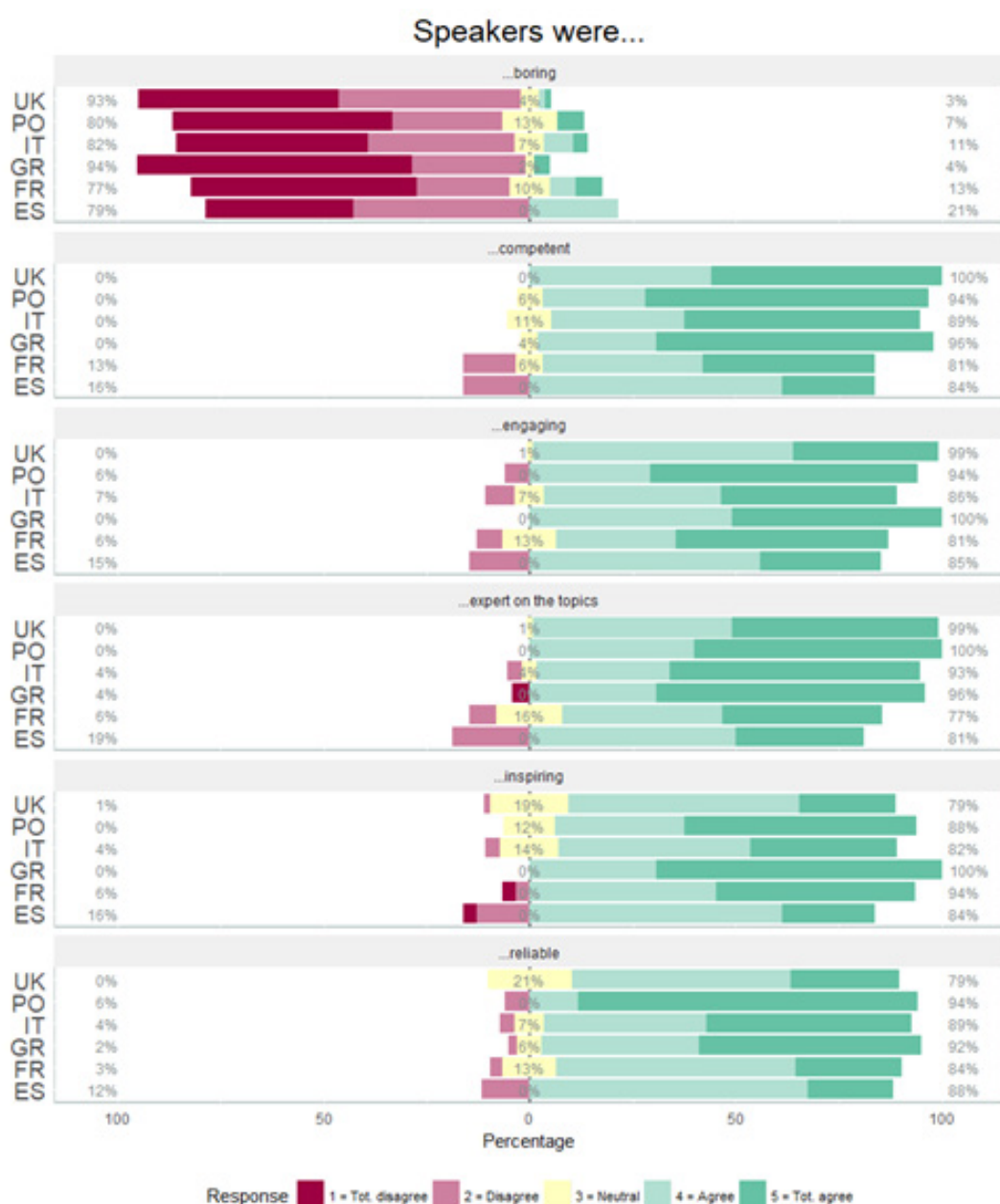


Fig. 2. Satisfaction with the speakers, by country

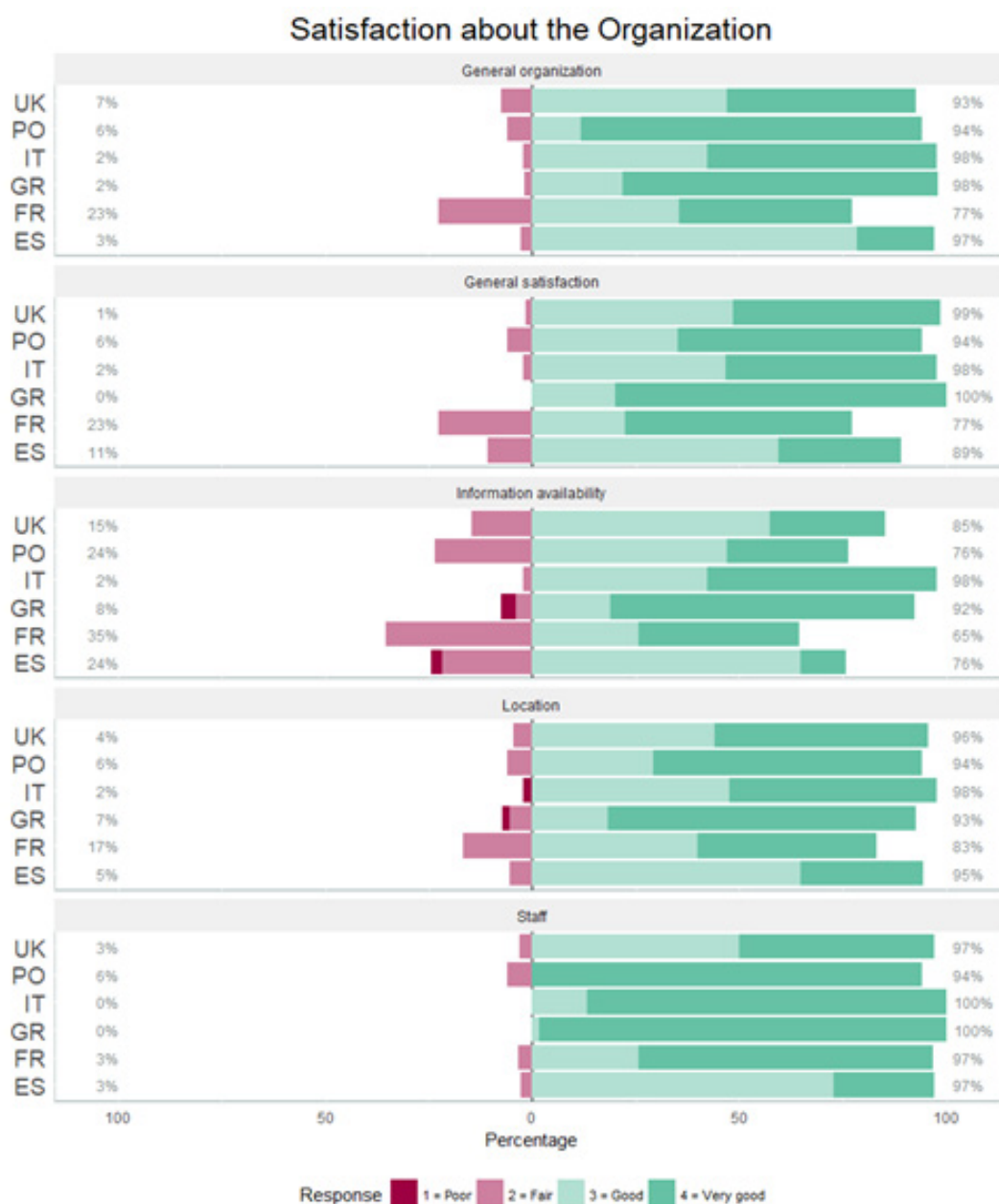


Fig. 3. Satisfaction with the organization, by country

A further dimension of the participants' satisfaction concerns the organization of the events. The most appreciated aspect, in all of the LSGs and with a very low variability, has been the friendly staff (shares of satisfied participants range from 94% to 100%). The venues were also considered suitable for hosting the events. General satisfaction and satisfaction about the organization in general are, on average, high for the 93% of all of the participants.

The availability of the needed information prior to the event could be considered as the weakest aspect, although with generally low levels of dissatisfaction. Satisfied people are, on average, the 82% of the total. One third of the French and one fourth of the Polish participants considered the information availability as fair, that can be seen as a suggestion to partners for future improvements on this aspect.



## IMPACT ON YOUTH WORKERS AND ORGANIZATIONS

The present report gives an overview of the impact of the SI4SI project on the youth workers and the participant organizations.

The evaluation took place in two steps. First, it focused on the effects of the initial training held in London in October 2017. A self-evaluation process was carried out by the same organizations involved in the first training phase.

Subsequently, the evaluation process investigated on the effects of the project on the personal skills of the youth workers involved and on the organizations as a whole. A questionnaire was sent to youth workers actively involved in the project development, in order to collect their evaluation at both a personal and organization level. 12 respondents from the 6 partner countries have completed the questionnaire.

The questions are aimed at assessing the fulfillment of the project's goals listed below.

### ON PARTICIPANT ORGANIZATIONS:

- Deeper understanding of the chances for growth, modernization and innovation offered by European cooperation
- Increased opportunities for networking and cooperation at local and European level
- More effective performances while working with and for young people in the field of social inclusion, social innovation, entrepreneurship and employability

### ON YOUTH WORKERS:

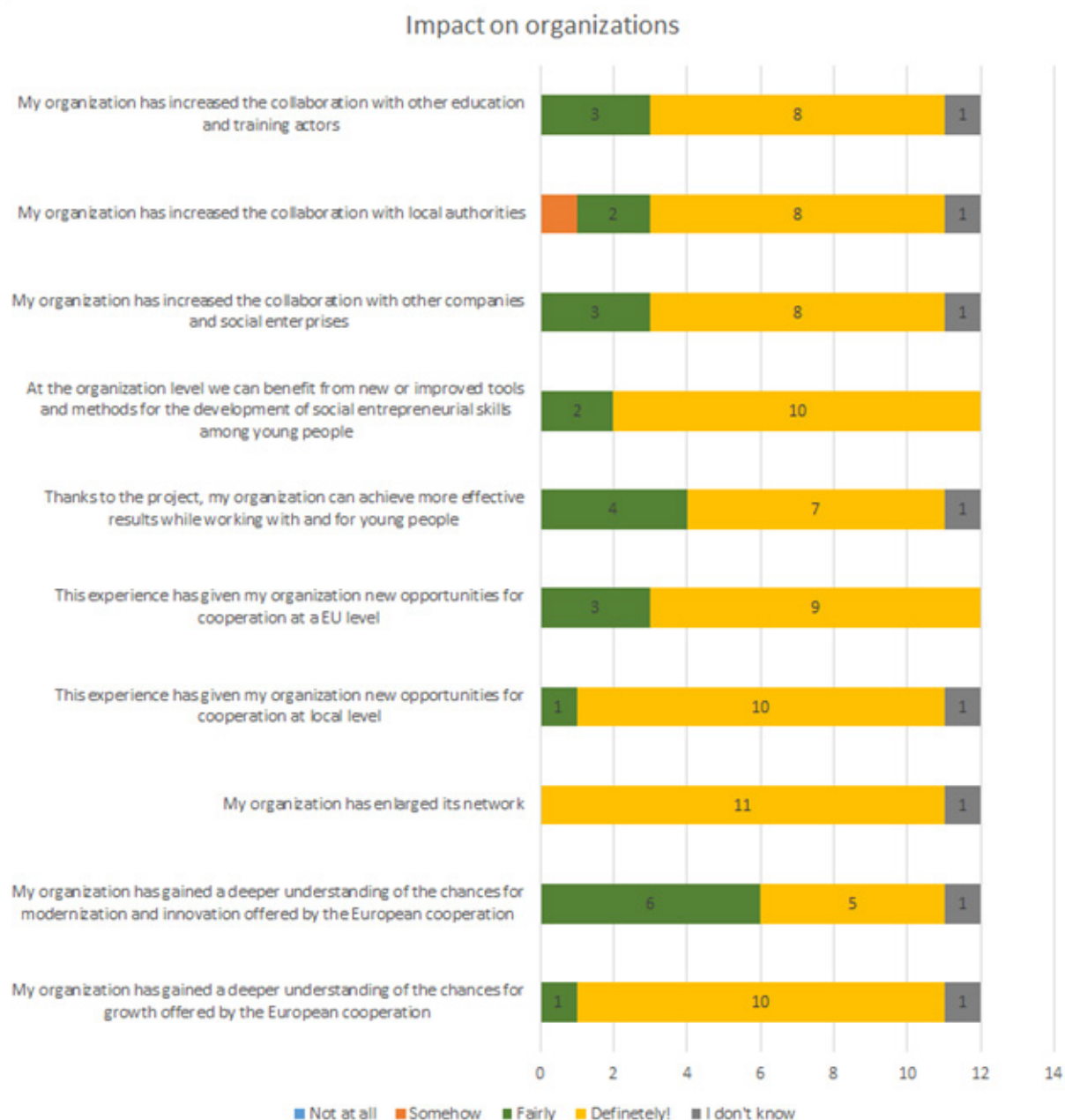
- Strengthened and valorized their transversal skills (project management, social and communication skills, team working)
- Strengthened and valorized their intercultural competences
- Increased ability to encourage entrepreneurial skills among young people and to help them develop sustainable ideas of social innovation
- New opportunities for personal and professional networking at local and European level
- Deeper sense of their EU citizenship

Fig. 1 and 2 show the distribution of the answers to the 20 questions with respect to the two dimensions (personal and organizational).

As shown in Fig. 1, most of the participants declares that the organizations to which they belong have had substantial improvements through the project. The most successful aspect is the enlargement of the organization's network. This item is followed by "At the organization level we can benefit from new or improved tools and methods for the development of social entrepreneurial skills among young people", which is one of the main goals of the project as a whole.

Organizations have also increased the collaboration with other important actors and stakeholders in the field of social innovation: local authorities, other companies and social enterprises, other education and training actors.

Although globally positive, a little lower agreement is obtained by the item “My organization has gained a deeper understanding of the chances for modernization and innovation offered by the European cooperation” (more “fairly” than “definitely” answers).



**Fig. 1: Impact on the participant organizations**

On the personal level (Fig. 2), the youth workers show a sensitive growth and the acquisition of new skills and benefits thanks to the project.

First, on the professional side, the increased ability to help young people in developing sustainable ideas of social innovation and to encourage their entrepreneurial skills.

Great advantages in the effectiveness in working with and for young people can also be noticed (9 over 12 respondents say that this aspect has definitely improved because of the project).

Again, the creation of new opportunities for networking and cooperation is a strength of the project, both at a local and European level.

Even the 'weakest' points reach a globally positive evaluation. These are referred to the items "This project has strengthened and valorized my intercultural competences", "After the project I have a deeper understanding of the chances for modernization, innovation and growth offered by the European cooperation", which all receive 7 'fairly' and 5 'definitely!' evaluations.

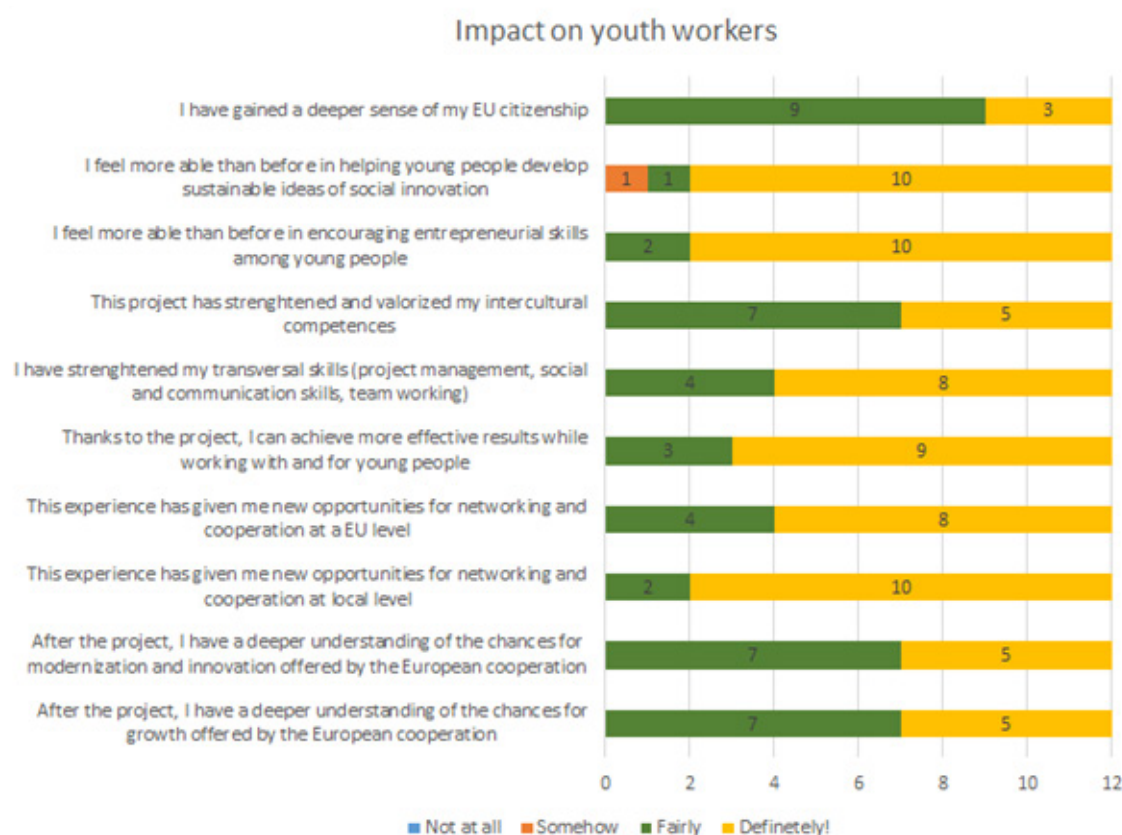


Fig. 2: Impact on the youth workers

# Suggestions and conclusion

Among the objectives of the project one was to equip participant organizations and youth workers with tools and methods for promoting social innovation and entrepreneurial skills among young people. Which suggestions would you give to other organisations and youth workers to improve their daily work with young people on these topics? In particular, which obstacles, challenges and opportunities you encountered over the project and the LGSs in particular?

## UK

It is important to create opportunities for young people to meet and exchange ideas and work together on innovative projects aimed at promoting social change and improving the living conditions of society in general.

It is important that this is done under the guidance of experts, which could be trainers, entrepreneurs, scholars of social innovation and social entrepreneurship, and so on. Guidance from experts is fundamental so that valid ideas are channelled in the right direction and transformed into concrete and long-lasting projects.

What we have noticed during the LSGs is that young people are great at coming up with innovative ideas, but to turn them into concrete projects, there are a lot of steps to undertake and things to consider, among others:

- What problem are we seeking to address? Why this problem exists ?
- How can we make our project sustainable?
- What resources do we need?
- What obstacles can we face?

Without the right guidance, there is a risk that these ideas are not materialised into something tangible, or that young people lose their way during the process, or that the right focus is not given to the relevant things. What we noticed during the LSGs is that too often people who want to develop a project idea, tend to focus too much on sources of financing. This is not wrong in itself, because funding is important in order to get a project up and running. However, the right focus should be given on how to make a project self-sustaining in the long term. By relying too much on external funding, we are putting our idea at risk, as sooner or later this funding may become unavailable, causing our project to collapse.

It is also important that youth workers and organisations are equipped with the right tools in order to sustain young people in their ideas. Therefore, it is essential they receive the right training in order to achieve that.

Finally, it's worth remembering that the LSG were great to get ideas flowing and give a sense of structure to the most prominent ones. However good, most ideas are still raw and at an initial stage. Many aspects need to be considered with more thought. So it will be important to continue working on those ideas, so that they can be nurtured and turned into real projects.

## ITALY

Working with young people on the topics of social innovation and social entrepreneurship can be a very challenging task. It is not only about transferring knowledge: the key is how to help them gain new abilities and cultivate their attitudes, keep them interested and guide them into the right direction.

Clearly, concepts like social innovation and entrepreneurship have to be made clear as a first step. Youngsters often know definitions, but do not understand how these definitions work in practice. Real examples, especially at local level,

rather than abstract theory, are highly useful in this respect. Even more useful can be inviting local social innovators to introduce their experiences and interact directly with young people. This can also contribute to overcome one of the difficulties young people encounter when thinking about the “innovative” character of a solution:

Thanks to real examples and testimonials close to them, the project has explained that it is not always necessary to reinvent “the wheel” every time! The world is full of good ideas, stimulating initiatives and innovative projects. It is important to be inspired by good ideas.

Moreover, it is essential to design effective activities and methodologies to involve young people in an active way, enhancing team-working and networking among them. Many young people had never taken part in learning-by-doing and participatory processes such as the LSGs, nor they had had before the chance to test their entrepreneurial skills within a group of varied people. Youth worker can make a difference in this respect, even when time is limited. However, there is not a recipe which works for any young target and country.

Indeed, the LSGs should be conceived as a path which can be adapted step-by-step together with the participants themselves, according to their needs and feedbacks. In short, even if the general design and the exchange of experience are the results of the collaboration of organisations and youth workers at European level, the concrete testing and fine-tuning should always be a local process of co-creation.

## GREECE

The implementation of the SI4SI project has been particularly interesting as a process for our organization. We consider that the main reason for this has been the attractiveness of the topic, especially among young people.

Most of the participants in the workshops (LSGs) who we met were youths at the end of their studies, puzzled about their next steps. Regardless of the fact that the educational background and level were very diverse, the majority came with an idea, willing to transform it into a successful source of income, and not exactly knowing where to start from.

In that sense, the first opportunity we met was the entrepreneurial element and the options to provide specialized training to those who were interested, starting from the basics. In this process, our organization also acquired a new area of expertise.

Among the challenges it is worth mentioning:

- a) The confusion about the terms “social innovation” and “social entrepreneurship” among the population in Greece, not only among the youngsters. Mistakenly for many, innovation has been limited to start-ups and technological or IT companies and as a result the social element was not clear, and even not fitting to their perception.
- b) The blurred legal environment about the social and solidarity economy in Greece.

However, as a whole, although reaching out to the target groups and wider audience is always a challenge, in the case of the “SI4SI” project, the name spoke for itself and turned out very attractive for the participants.

## SPAIN

All organisations working daily with youngster must know the ever changing challenges linked to the current social and economic situation. The context, problems and challenges that youth has to go through are no different to the ones the rest of the society faces. Therefore, our organisation needs to know and even learn from them about the problems that they consider are a priority or the situations which they rather attend in the first place.

Improving our listening skills, adapting the labs, making more appealing contents and so on are some of the best strategies we need to take on if we truly want to make an impact on them. Gaming, story telling, successful practices need to be emphasized during the implementation of the labs as the impact needs to come from their participation rather than from the participants just sitting and listening.

On the other hand, youngsters need to be aware of the possibilities and different ways they have in their hands to



make an impact or social change. They need to be stimulated and guided to structure their ideas and thoughts towards feasible proposals, and overall they need to believe that innovating and taking the plunge into entrepreneurship might lead to social changes. Therefore, the biggest obstacle we find when dealing with youngsters is that, due to the economic situation, society keeps showing us a black future with demotivating messages every day and youngsters unfortunately live this on a daily basis.

## FRANCE

During the LSGs, which took place in Marseille, the questions and topics debated most frequently among the participants, were focused on the obstacles and challenges encountered in the development of their own social Innovation projects. The participants in the workshops also talked and exchanged suggestions concerning how to solve common issues such as administrative tasks, how to find complementary partners, how to develop a business plan, how to find a way to finance their projects, or where to find all the missing resources and so on. Therefore, the first main suggestion that we can give to a startup is to talk as much as possible about your project, talk with possible partners, talk with all people which could be interested to take part in the idea. Talk with others is a way to improve your project, to improve your speech, to push your chances to find the right person and a way to concretise your idea. Another suggestion that we can offer to young aspiring entrepreneurs is to not walk alone. Find a partner, a colleague, a friend with whom to build the project together. During the creative process of a Social Innovation project as well as for any other startup, having a business partner is crucial, it is an enormous advantage and it is a support in many ways, not the least the moral support.

## POLAND

We agree with the statement that: “Social innovation is a term that almost everybody likes but nobody is quite sure of what it means” (Pol and Ville 2009) and even for the trainers that was something difficult to explain. Social innovations are not necessarily driven by the profit motive, and this concept was a challenge as nowadays young people are more business-oriented rather than social-oriented. Regarding our worries, it’s the fact that too often good ideas never get further than being just that – ideas and we afraid that after the project they will stay on the paper.

It seemed to us a great opportunity to broaden the concept of social innovation as we see significant value in the concept of social innovation.



# si4si

Sharing Ideas for Social Innovation

#si4si