



Erasmus+

I-SICS

INTERNATIONAL SOCIAL INNOVATION COMPETITION
FOR STUDENTS AND ADULT LEARNERS

KA2 – COOPERATION AND INNOVATION
FOR GOOD PRACTICES

Project number: 2014-1-HU01-KA203-002367



International Social Innovation Competition

„All human beings are born entrepreneurs. Some get a chance to unleash that capacity. Some never got the chance, never knew that he or she has that capacity.”

Muhammad Yunus



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About the International Social Innovation Competition (I-SICS) for Students and Adult Learners

WHY?

We are surrounded by a number of urging social issues today: social exclusion, poverty, high unemployment rates, aging population, deteriorating environment and many more. These problems are unfortunately present everywhere in the world, and we are faced with them in our immediate vicinity as well.

Project I-SICS aimed at raising the awareness of university students to the most important problems of their regions, and at urging them to think in a socially responsible way, so that they become active and committed actors of their homelands.

We achieved the goals of the project through the organisation and implementation of an International Social Innovation Competition. Our partners organized regional competitions as pre-selection rounds in their respective countries and the winners of these contests met in an international entrepreneurship competition.





WHAT WAS THE TASK?

Deliver up-to-date and useful ideas (products, services or models) which satisfy needs of the society and establish new social cooperation.

WHO COULD APPLY?

University/college students or adult learners above 18, individually or in team (maximum number of 3).

The aim of the competition was to draw attention to the most important social problems, gather ideas relating to social innovation which can be solutions of the problems. We expected ideas and solutions which can be useful for the society anywhere in the world.





Project ideas

The aim of the competition is to draw attention to the most important social problems, gather ideas relating to social innovation which can be solutions of the problems.

We were waiting for ideas which can be useful for the whole society, their aim is not the profit getting for the individuals, enterprises, investors.

WHAT KIND OF IDEAS WE WERE LOOKING FOR RELATING TO SOLUTIONS, REDUCTIONS OF SOCIAL PROBLEMS?

- Social exclusion
- Poverty
- Unemployment
- Aging population
- Deteriorating environment
- Low education
- Criminality
- Prejudice





ÁllásPONT

Project title or name of the social enterprise:	ÁllásPONT
Keywords describing the social business idea:	creating new jobs, jobseeker, recruitment, job opportunity, kiosk
Team members:	Szabolcs Gergina, György Horváth, Lívia Knausz, Zsófia Plander
Represented country:	Hungary



Presentation of the ÁllásPONT system

The ÁllásPONT recruitment system tries to fill an existing gap in the market as part of an initiative service thereby it provides a predictable, efficient, effective and socially useful recruitment system both for the jobseekers and for the employers. The project aims to support the employment of jobseekers with lower educational attainment, disadvantaged living conditions or with qualifications which have low labor market potentials traced back to economic, social, infrastructural, and education aspects. In the introduction stage of the system the project aims to improve the situation of the labor market in the region of South Transdanubia, by supporting the jobseeker layer, thereby providing manpower for the operating businesses. In the medium term we want to improve the chances of finding jobs in the countryside by integrating more regions. With this feature, the system can offer a solution to the problem of structural unemployment. Long-term objective is to achieve national coverage; this way comes to the most complex system to reduce the labor shortage and the unemployment nationwide.

The structure and operation of the system

The system is based on a kiosk network integrated by an online software, which helps the jobseekers with various filtering options to obtain information of job opportunities on offer, and they are able to apply for them as well. The ÁllásPONT recruitment service facilitates access to information, provides updated information for jobseekers by nationwide coverage and rapid response to market demands. The system is characterized by uniqueness that there is no other system in Hungary, which provides jobs in a structured, organized way; offering easy access, which not only meets the people with expensive internet or newspaper subscriptions needs, but also the people's living in more difficult conditions. It provides a solution for disadvantaged social groups as well. At these collection points they can choose among countless jobs, they



can submit their applications, and the use of the system is free. However, not only the jobseekers can benefit from the system. The range of customers, who could be operating in any sector of employers, can reach a potential job search database with targeting the area they set out.

The social needs

Hungary is characterized by a problem that in the economically frequented areas have labor shortages, while in other regions there are only a few job opportunities, so the number of unemployed is higher. This unequal distribution fuels the differences on national level, promotes the strengthening of social segregation between different social groups. Because of many people's mobility, it's a necessity, both locally and nationally, to build an effective system that facilitates the filling of vacancies and helps finding jobs. To confirm the social needs we can mention the following examples:

- The number of unemployed people with primary school education is 95 000, and the number of unemployed people with vocational school education is 91 000. (KSH 2015)
- At least 15 counties have skill shortages. (2015/2016 Academic year Annex 5 13/2015 (II.10.) Government Decree) Including: machining, welding, meat product manufacturing, industrial mechanic, nurse, social worker and electrician.

The data confirms that if we compare the jobseeker base as a result of the large number of the ones with skill shortages and the listed counties, we can see that the two needs can meet each other if it supported by a suitable tool or methodology. In addition, the number of jobseekers with primary school education is high. Consequently, the introduction of a kiosk-based recruitment can be effective and efficient.

The social impact

The jobseekers can become a part of a new group, which strengthens their sense of social belonging, through the increase in the number of interpersonal relationships and the improvement of their quality, new impulses will start to appear in their everyday life. With this they will set up a good example for their children, who will have better chances at joining to world of work, and it will make regularity between workers. They will face new challenges and goals; they will develop their existing competences. The workplace, as a positive defense system, contributes to the improvement of the health of the employees, both physically and mentally. The number of the public dependents will be less; there will be more solvent demand. When the employees start to work their psychological impact (emotions, mood) will change as well: social activity (the widening of social relations), interest, activity, corporate identity, aspects changes, the importance of their appreciation increases, self-image is formed, self-confidence, sense of social utility, jobseekers exclusion of decline, rising of the social standards of living, social integration and social needs grow.



Accessing the system

During the sales, the principals can reach the advertising space with the help of an online and a telephone contact, while the jobseekers with the help of the kiosks installed in several places, and an online interface, including on website, mobile application and Facebook business page. The kiosks, which are planned to be installed outdoors and in shopping centers, have catchy appearance, they are new to jobseekers, they have a unified image, and in the future they will be easier to identify in other communities. Free services for jobseekers and the advertising packages which are satisfying the needs of corporate advertisers have to be separated. The jobseekers can use the following channels for sales: online interfaces (webpage, Google AdWords, Facebook, etc.), fliers, newspaper advertisements, paid interviews in radio, and broadcast services. Sale modes for companies: online interfaces (webpage, Google AdWords, etc.), cold calls, personal requests. Based on geographical considerations, the installation should be executed in cities with population more than 15 000 people. In the big cities, and in the districts of the capital kiosks will be placed at several points. The installations in the frequented areas are expedient: shopping malls, busy public places, and public transport hubs. In addition, the Hungarian Post Office, as a potential strategic partner, could play an important role in the introduction of the system.

Structure

The organization has chosen the legal form of a limited liability company, looking for investors for its funds. As a start-up business, the company has no references and business records, so it wishes to build on the founders' existing knowledge, skills and competencies.

Szabolcs Gergina certified human resources consultant will perform the executive duties within the organization, and exercises the employer's rights.

György Horváth Mechanical Engineer will represent the engineer line. In parallel with this he will do the constructors job tasks at the EPCOS Ltd. in the field of product design.

Sophie Plander Certified Business Communicator will participate actively in ads organizing, establishing packages and maintaining contact with the customers.

Livia Knausz Certified Business Communicator will deal with implementation tasks related to projects - proposal writing, project implementation, project finance, accounting, preparation of studies.

Sources and incomes

To meet the resource demands, we intend to use tender sources, primarily the European Union's tender sources, like the „Youth Became Entrepreneurs” project for support the business start-up costs, for supporting the family-friendly work methods the „Dissemination of flexible employment in the convergence regions” project, the „Local Employment Partnerships”, and the "Start Business Home" project.

The project's revenue comes from the orders of advertisements displayed on the kiosks. Calculating the fees of the unlimited number of job advertisements based on custom tariffs.



For the average price of the advertisements we calculated 1498 HUF. From this average price we can estimate the system's long-term incomes. The initial investment in phase zero is 6 million HUF, more 7.5 million HUF in the first phase, in the second 13.4 million HUF, and in the third phase 4.8 million HUF investments are needed. The return on investment is expected by the end of the third phase, after 15 months. By this time we expect positive financial balance, then the cash flow turns.



Physical appearance of the kiosks (source: humansoft)



Allroad Wheelchair

Project title or name of the social enterprise:	Allroad Wheelchair
Keywords describing the social business idea:	wheelchair, immobility, independence
Team members:	Aleš Sitár
Represented country:	Slovakia

Presentation of the project

My social innovation idea deals with transport of disabled people and people with limited mobility. Current solutions in this field have some points which I would like to improve. From that reason I decide to make design of wheelchair, which would satisfy criteria in field of ergonomic, simple manipulation, possible application in terrain and nice and user friendly design. Possibility of using it in terrain would be solved by using of suspension of wheelchair and by manual handling of wheels. This will offer higher comfort for mobility of disabled people in terrain. So the most important part of my motivation is to help disadvantaged people with their limited mobility. I want to help people after some kind of accident, to help people whose are not able to walk. Around us there is lot of people who had fully functional top part of human body and also like sport activities. By realization of my social innovation project I would like to help these people to get them back to life. For sure they will still have limited mobility, but they do not feel as disadvantaged people any more.

Social need which can be solved by project is to help people with limited mobility to get back to the life, to bring them some fun, adventure and better feelings from life. To became them more active and positive in their sometimes very bad situation. I want to help these people to improve their life and health as it will stimulate nordic walking when you want to move. Some components of presented wheelchair can be produced or assembled by people who are unemployed for long time and this can help to improve life in less developed regions. There are many people who have active approach to life around the world, but have problems with their mobility. This wheelchair should be sold also abroad, but there will be important thing to find reliable distribution channel.

People with limited mobility are quite often excluded from society, I want to help them put back to the life, happy life. It is quite hard to describe social impact of this project. But I strongly believe that it can help a lot of active people with limited mobility. This wheelchair can be used also for light terrain, so it can be used on bike paths. Social impact of the project can be enhanced by fact that simple parts of this wheelchair can be done by unemployed people from less developed regions – for example assembly of some parts, painting etc.

For now I will need some money to build running prototype and testing, I expect I need about 8-9000 €. I have already build one model in 1:2 scale. I will need one colleague who will help



me with building of running prototype and also one or two people with disability as testers. I will need also contacts with companies which already produce wheelchair to cooperate with them. Their inputs will be very important for further development of my idea.

I think that from realization my project will benefit mainly users of this wheelchair, it means people with disability, with limited mobility. They will benefit as customers. Also I would like to help people who are unemployed for longer time. They can be also beneficiary. It is quite hard to talk about stakeholders, as I do not have an. I expect that stakeholder would be my investor or strategic partner and he can benefit from my idea by financial results or fees for licence.

I am planning to contact association of people with limited mobility to present my social innovation idea, as I see it as one of the most important stakeholder. Also very important will be cooperation with health insurance company, through which can be financed purchasing of this wheelchair. I think also about contact with medical universities, as channel who can show disabled people how to use this wheelchair. Also important will be cooperation with ministry of health and employment office. I want to use direct marketing trough association of people with limited mobility.

It is very early to talk about financial sustainability. At the first stage I have to build and test wheelchair, because it is quite important part. As I mention above to build and test prototype I will need some start capital. So I have to find investor or strategic partner with which I can cooperate in development of this wheelchair idea. I am pretty sure that this kind of wheelchair has good potential to be successful on the market, because I did not find such design solution when I conduct my research. Production of one wheelchair takes cca 2 weeks, I will run as contract based production so financial sustainability will depend on number of wheelchair produced. I have small production premises so I would find the way how to use it and keep expenses on the low level.

I need build and test prototypes, so it will be milestone to get in to reality. Also there is a lot of issues open in terms of marketing, building a team, financial sustainability etc., but I believe that after solving these important issues my social enterprise can succeed in reality, because it is very unique well designed wheelchair with good value for users.

This social enterprise has new well designed unique product with social value for people with limited mobility. Short definition of innovation says that “Innovation is new value realized on the market”, so from that perspective it meets all these requirements.



Introduction

I am young man from east part of Slovakia. I am 27 years old. I graduated at Technical University in Kosice, Slovakia at the Faculty of arts. I like sports – futbal, running and swimming. My social project deals with mobility of people, who have limited mobility. I designed wheelchair with unique design and unique characteristics which would allow to use it in terrain, to make life of people with limited mobility better and easier.



Career Compass

Project title or name of the social enterprise:	Career Compass (Mesterségtájéoló)
Keywords describing the social business idea:	mission in life, consultancy services, camp, videos, volunteering
Team members:	Helga Szabó, Veronika Leitner
Represented country:	Hungary

Introduction of the idea

Our project Career Compass (Mesterségtájéoló) is a complex service package we offer to young people in different ages and life situations from the beginning until the end of secondary school. Our aim is to help the youngsters to make a personal decision in finding their vocation.

It's our personal experience young people haven't got enough directed and personalized information which can help them to find their career to work in or the right profession to learn. After the years we spent both in different secondary school systems and higher educational institutes we did not only see but sometimes even felt the imperfections of the educational system and it's impact on so many people's life. The lack of information makes one of the heaviest decision in our life more difficult.

To find a personalized profession is essential since there is a big difference between putting a job through or find a real vocation. We wouldn't like to work at a workplace where all the coworkers are undermotivated and since they don't have any sense of vocation they don't like to spend their time at work. This is one of our biggest motivation for finding a solution to this problem.

There are more different reason why is it so hard for the young people to find the right one among the many career opportunities. Labour market is unbalanced and there are lot of significant effects forming it like shortage of labour, scarce job or saturation of labour market. If young people choose a wrong career or they can't find a job in the labour market, they will not be utilising their workforce. Shortage of labour can cause similar problems in other countries, too. Our system and solutions can be helpful in every country if customized.

Our social enterprise helps to balance the labour market, to reduce the saturation of the market and to decrease the lack of skilled workers. Our aim is to shape the public error which lies in the misbelieve that skilled jobs are of low prestige. We are fostering the satisfaction of information needs in the topic of career choice. The number of the years spent with studying will be reduced and in this way society will profit by the earlier employable entrants.

We need office and different places where we organise camps. We would like to involve a youthful office and a motivating atmosphere because it will be used as a training venue. Human resources are important because we want to affected by personal relationship. The support stuff



includes psychologist and a volunteers. On the other hand we rely on our equity and if necessary loan too.

We are working with more target groups and more stakeholders as well. Because of the numerous participant in our project we manage their needs and demands separated. We separate 5 different target group:

1. Students before high school (age 13-15)
2. High school students before faculty (age 15-17)
3. High school students before higher education (age 17-20)
4. Vocational school (with graduation) students before higher education or work (age 17-20)
5. Vocational school students before higher education or work (age 17-20)

Age of the 3rd, 4th and 5th target group is the same but the type of the school is different this is the reason why we separate these targets.

<p>Customers (students):</p> <ul style="list-style-type: none"> • more accurate self-awareness • less time and money spent for the different qualifications • mission in life • evolve connections • develop their mindset • they becoming more conscious as a responsible member of a community (they see the job volunteers make at our enterprise and this experience helps to see the social responsibility from another point of view) 	<p>Parents:</p> <ul style="list-style-type: none"> • less stress around the career choice of the child(ren) • less time needed to invest in searching informations • the child(ren) will have a more certain vision about their future
<p>Volunteers:</p> <ul style="list-style-type: none"> • experience they can use in their career or social life • change of attitude, stronger social responsibility 	<p>Schools (as partners in the future):</p> <ul style="list-style-type: none"> • they will get a wider informational platform they can present for their students – in this way their image as a positive, provider school will be stronger



As we experience it in the everyday our target group is mostly or only available on online platforms. That's why we'd like to catch them with a fresh, youthful, creative image which suggest to them they can put directly a question to us there's nothing to be afraid of at this important theme. That's why we'd like to reach our target groups via:

- social media channels
- video sharing sites
- personal contact (training, workshop, camp)
- word of mouth

At the beginning the capital is an equity and our cost structure based on our gain. The major part of the revenues derives from sales of camp, training and workshop.

We take into account different credit facilities but it is optional. Our major releases are workforce and taxes and a cost of the rent. We account with a cost of our volunteers' trainings and a cost of fluctuation of volunteers. We would like to measure our impact so we have an impact assesment cost too.

In the 3rd year we will establish a foundation because we would like to get our services to disadvantaged young people. We calculate our partner's donation because this amount of money we want to invest in our foundation.

All the key components we need to start up the enterprise are available in our environment. We don't need to have bigger material properties, there's no need for big investments. The most necessary elements our enterprise requires at the beginning are experts, volunteers, office and communicational network. It seems to be easy to realize with a structured and accurate plan based on the personal experiences and practical knowledge. As we experienced there is a growing demand for the complex and personal services we offer. We are especially opened for all kind of cooperation with companies and other partners and we see this as a very good opportunity to work together with great authorities.

Difficulties are liable to occur because of the many components affect on this department such as change of school system, and the changeability of the labour market trends. We have to react on this changes promptly and this requires an extra flexibility from our side. Another difficulties can be occured by the recruitment of the volunteers. Finding and managing the contacts with our school partners (where we'd like to promote our work) seems to be difficult in the first years but right cooperation with clear communication can solve this possible problem.

Because of our enterprise is capital centered, a problem can present itself but our project is based on mostly online platforms and this fact can be a big asset to us.

Our service is not about just a training, a workshop or a camp. We want to produce an online community. In this modern world it is an important and effective tool to reach young people and in this way we can follow their career. This online community helps the members to follow and help each other.



During the school years of the students there are a lot of points where we can reach them and we can provide them different options to solve their problems and answer their questions. In this way we can offer them a much more complex solution.

Introduction of the team



We are the team Career Compass (Mesterségtájéoló) and our names are Helga Szabó and Veronika Leitner.

We met each other in the international student organisation AIESEC where we worked together but in other departments. Helga gained experiences in the field of talent management, leadership and communication, Vera worked in different marketing projects, organised events and took care of the communication system as well. Our friendship is as old as the country road and as happy as the rainbow.

Since we're studying tourism and catering on one hand (Helga) and pedagogy and theater in education on the other hand (Vera) we collected a lot of experiences such as finance, marketing, pedagogy, psychology, volunteer services.

These experiences and knowledge we have together can all come in handy at starting up our social enterprise Career Compass (Mesterségtájéoló).



CERVUS

Project title or name of the social enterprise: CERVUS - Low-tech functional design as opportunity for socially disadvantaged people

Keywords describing the social business idea: design, innovation, socially disadvantaged people

Team members: Patrik Knoblich, Annamária Digoňová

Represented country: Slovakia

Introduction of the projekt

As a freshly graduated product designer I see big opportunity with production of original interior products as a way to business. On the other hand, there's substantial problem for young designers in Slovakia to find companies to produce their products. And also there is a lot of unemployed people who can participate on production of such products.



I found out that there's problem to find some work for many unemployed people. Data from Statistical office says that there is unemployment rate around 15% at the East part of Slovakia, between young people (25-34yo) is even higher, it reaches 21%. Many of them are very handy



and skilful, doesn't matter if they are physically handicapped, low educated or they are socially disadvantaged in other way. Therefore, I think there is good opportunity to connect this two problem to solve both. The main idea of the project is to produce small batch low-cost products by involving handicapped, long-term unemployed or other socially disadvantaged people during production process. The project would also could help to young designers to materialized their ideas. What is also quite big problem in Slovakia.

I received some small financial support from partner of Slovak I-SICS competition, but for starting of production I will need additional financial support for tools, material, rent of premises etc. I have found one craftsman who is very helpful for at that beginning of this social project. He will help me with more complicated production processes, for example for welding. I want to start production with small series of 10-15 of pieces of mentioned products. For this small series I will need about 400€.

Next important issue are production premises, where these products can be made. I have found such place already and now we are discussing about details of starting with our stakeholder, small village in north-east of Slovakia.

I can take into account possibility to join any social enterprises already existing, due to human resources. It means if there are some human resource structures in existing social enterprises which have any free working time we can help them to be more effective in their activities. I am also planning to contact Labour Office and organizations associating handicapped to find suitable handy people for making easy manual works on products, for example assembly, painting etc.



I am in communication with several suppliers of material. At the beginning it would be functional emotive design lamp and coat hanger, which are designed for inexpensive and easy production. There are possibilities to design another similar or new products, which would be easy and inexpensive to produce, but the resulting product can be well financially assessed.

The important part will be to find effective channel to promote these products and ideas and to find way how to sell. There are possibilities to sell it on e-shop, but in design shops, too. I am also in cooperation with several interior architects, who can be used as distribution channel also. I expect that my customers will be young people or young families with children with low-medium incomes.



I expect that project will earn money itself, even I think there can be profit for scale up production and invest to advertisement and to increase public awareness about the problem of engaging skilled but socially disadvantaged people in society. But it expects effectiveness at the all levels of business processes, also important thing will be gaining of social enterprise status through which I would receive some other financial sources as part of wages for disadvantage people.

CERVUS project will bring benefits for socially disadvantage people. They will get a sense of involvement to society and earn some money. I am pretty sure that it will increase their standard of living. For customers it brings new innovative product with unique design and added value and by buying these products they will support socially disadvantaged people and less developed regions.

The innovation of the project comes with making original design products, made by socially disadvantage people, which could be sold in design stores or through e-shop. There are many similar projects with handmade stuffs made by handicapped people, but this project has unique added value – simple and functional design. If I succeed at the market, I want to ask for social enterprise status. Its would bring another value for engaged people and competitive advantage for our social business.



CosyStudying

Project title or name of the social enterprise: CosyStudying-Brings young and old together

Keywords describing the social business idea: High school/university students, lack of studyplaces, retirees, elderly people, loneliness

Team members: Van Mulders Sigrid, Fierens Héléne, Jacques Véronique, Vandekerchove Annemie

Represented country: Belgium

The CosyStudying team consists of four university students at the VUB (Free University Brussel). When we take in consideration our own needs and requirements on the campus of the VUB, we found out that there aren't so many suitable studyplaces during the exam period. A lot of students are studying in the university library or other facilities that are offered on the VUB-campus, but most of them are full half hour after opening. This leads to time-wasting of students, while the time in this period is valuable. This need was the key to start a project. When we thought about the development of the project, we discovered a second social problem, namely the loneliness of the retiree elderly people. In that case, we came to the perfect solution for these two social needs. Older people catch students who are looking for a place to study at home. By doing so CosyStudying will ensure that the elderly people have a new care project and don't feel lonely anymore, and that high school or university students have a quiet place to study their material.

Definition of the problem

During the exam periods, more and more students have to wait hours to get a place in a public learning room like a library, etc. Students who can't study at home or anywhere else for particular circumstances, are often faced with this problem during the most stressful period of the year. While getting good grades is related to a minimum of stress and a good night's rest. According to CosyStudying association this is impossible when high school or university students are annoyed and exhausted by the search for a suitable and quiet place to study. These facts will lead to bad learning outcomes and school performance, little motivation to study, individual learning paths, what leads to a longer stay at the school or school leaving. These things will cost the government a lot of money, whilst the government will be saving costs. When people go into retirement, mostly they get bored, don't go out, have nothing to do and final they get a depression and lose their social network. When this problem continues when people get older, they will be dependent of home care, have to go to hospitals with several problems, and arrive earlier than normal in a nursing home. Important to know is that Flanders, but also other countries have to contend with the ageing problem. So the future won't get better. The amount of older people increases fast, whilst there is a shortage of residential care centres.



When these older people can stay longer at home, the lack of residential care centres will be reduced and will not cost a lot to the government.

Solution of CosyStudying

As said, there are two functional social values in which CosyStudying anticipates. First to increase the quality of higher and university education and to improve the learning outcomes of high school or university students. Secondly to tackle the loneliness of retiree older people that live at home. In answer to the lack of places to study on the campus of high schools and universities, CosyStudying offers the opportunity to students to study by dwelling retiree older people. This solution will meet to the needs of students, as well at the social phenomenon of loneliness of older people. This second aspect is omnipresent because of the ageing problem in Flanders, but also in the rest of the world.

Students are the future of our society. Therefore, it is important that the society works on a high education quality. Students can apply a studyplace at all time, so stress will be avoided and better learning outcomes, less individual learning paths will be reached. When students can study at dwelling retiree older people, there arises a care project for the elderly people. This care project will decrease the feelings of loneliness and will increase the social network of the elderly people. The ultimate purpose which CosyStudying aimed, is that students have a realistic view of older people and vice-versa, so the gap between the two target groups will be minimized. CosyStudying is setting social cohesion in the centre and will reinforce the ties between young and old. These two central values will be used to attract customers.

What is and how is CosyStudying working

CosyStudying is a project which get started by independent students. The project has a social purpose and isn't focused on making profit. If there is any profit, this will be reinvested in the project.

The main purpose is to offer students a suitable place to study and to prevent feelings of loneliness by retiree older people. These two aspects have effects for the government, in the sense that there will be cost savings, through contribute to high education quality and the ageing problem. Also high schools and universities have a benefit with this project, because of the extension of places to study.

CosyStudying will receive money through grants of the Flemish government, gifts from high schools, universities and elderly organizations, and also via the registration fee of students and Crowdfunding.

CosyStudying will reach students and elderly people at several ways. There is for example a brochure for the two ages. This brochure will be given to students at the university and to elderly people through home care or at elderly organizations. As well there is a website of CosyStudying (<http://cosystudying-be.webnode.be>) where both groups can find information about the organization, but also the questionnaires for students and elderly people. Students can choose if they want dinner and/or a sleeping place, for how long they will stay, in which area (nearby the campus or home) and so on. Also the host family must fill in the questionnaire. They can describe for how long they will take a guest and if they offer dinner and a sleeping place.



Students can make an account and a profile against a small registration fee (5€-10€ depending on the options they want at the study place). Older people can also make an account via the website or going to CosyStudying itself. When the profiles are finished and questionnaires are filled in, the organization can begin with matching profiles of students and the older people. The three best matches are sent to the two target groups. Then, they can choose by their own. If they have chosen, they can arrange the settlement.

At the end of the stay of students at dwelling retiree elderly people, there is the opportunity and time to give feedback on the project, the stay, the relation between student and host family and so on. This rating of students and host family is important to improve the organization. The sustainability will be guaranteed through the grants of the Flemish government, registration fees of students and crowdfunding.

In practice it isn't difficult to realize this project. There is a need by students to find suitable place to study and there are a lot of lonely elderly people in the society, thus the project is very actual. But maybe there can be some difficulties to reach the two target groups. Maybe not many elderly people want to give a student a place to study in their own, or students don't want to study at this people because of the distance and preconceptions relative to elderly people and vice-versa.

This project is innovative in the sense that there doesn't exist such specific project in Flanders. But there are projects that offer students a unique place to study, as for example in monastery, vacant buildings, churches and so on. But these do not focus on the loneliness of elderly people.

About the CosyStudying-team

The team of CosyStudying consists of four female university students at the VUB, who are in their master of science in the "Agogische wetenschappen". In this training they study the needs and requirements of people in the society. In that case they found in general that students want a suitable place to study and older people don't want to be lonely.





Eco Garden

Project title or name of the social enterprise:	Eco Garden
Keywords describing the social business idea:	The city of Osijek, Organic food, Reducing unemployment, Quality of life
Team members:	Barbara Domović, Zvonimir Krešić, Ines Mišćević
Represented country:	Croatia

Introduction of the project

The project is called eco garden in the city of Osijek. The idea would be to use the land near bank of the river Drava, the fertile land would achieve multiple benefits: employment of persons living below the poverty line only because they can't get an employment, the production of organic food, the implementation of their own healthy eating, improving social status, nature conservation and protection of the environment, contributing to the development of the local community and the achievement of better living conditions.

The motivation for the development of the idea of this project is to explore options for solving the problems of those people who are unable to buy, use, consume or grow healthy food. It's a known fact that just food produced with the use of a commercially available resources (that contain substances with a negative impact on human health) is gaining increasing importance in modern life. Eco-production is increasingly gaining in importance: product quality which entails a higher cost, higher-availability to those social groups for whom such diet is necessary and yet unavailable. From the social point of view it can be concluded that the most vulnerable groups (children, elderly, the sick, the unemployed) are the most difficult access to healthy food, which would greatly improve their living status.

Society needs to which this project relates has several aspects: to employ those who do not have employment, enabling them to produce their own healthy food, the excess product to sell at reasonable prices and to acquire own revenue, unsold products prepared as winter food (production of vegetables), and at the same time extend the time of acquisition of income that serves to cover the basic necessities of life even after expiry of the seasonal growing of healthy food. The strongest emphasis in the project is focused on socially sensitive subjects: allow them to work, that their work is creating value that will be able to meet its obligations and to live a life worthy of man. So just mentioned population ceases to be a social problem, solves the most pressing problem of unemployment: people satisfied with the realization of the production of their work, strengthen their self-confidence and certainly from a problematic social categories grow into entities that contribute to the development and quality of the community in which they live, work and operate.

Resources that could be used at the start of this type of project can be varied in. Firstly that are underutilized human resources due to its activities put the uncultivated agricultural land in



function. Vision of activating socially sensitive layer people might be education related to the professors and students of the Faculty of Agriculture in Osijek, who as volunteers helped in the professional part of the production of organic products. There is also possibility of including holders of this project to the local association of manufacturers and would be easier, faster and safer could go out on the common market. Given that the objective of the project launch and attract all those interested, will certainly be the beginning of the action required certain capital. The initial financial incentive should be to find in the local and regional self-government (municipality, city, county) as well as at the national level (Ministry of Agriculture, Ministry of Economy, Ministry of Social Policy and Youth, Ministry of Environment and Nature). Especially good move would be to connect with the Ministry of Regional Development and EU Funds. That would create conditions and implement activities for the planning and implementation of the program in a specific location, on the banks of the Drava river.

Since the European Social Fund (ESF) as the main financial instrument for encouraging entrepreneurship and assisting the unemployed in finding jobs, aims precisely to strengthen the economy, create more jobs, increase the rate of employment, strengthening social inclusion and mitigate the effects of the economic crisis, we are confident that we are on the right track. Start a good idea to include all interested parties in the start of production, efficiently manage their costs, develop and plan their activity - these are the steps that lead up to the call for the withdrawal of grants from this fund. Among the strategic objectives of the European Union are in employment and poverty reduction. And it is also our goal.

The benefit and justification of the project eco garden in city of Osijek has no limits! Target group working, economizing, has access to healthy food when they want to, in function puts fallow ground, protects nature and the environment, creates new value, and thus contributes to the quality of life in their streets and in their town. This idea is ready for execution because such a project does not yet exist in the city of Osijek. In today's modern world, more and more people are trying to implement a healthy lifestyle, maintain good health and enjoy the products of their labor. So little is needed to get these ideas into reality and bring progress and development of our city, and the pleasure and pride of our people who live in poverty. The problem that could slow down the realization of the idea of the administration of our country which is complex, complicated and very slow.

The project is innovative, challenging, asking for recognition of people with entrepreneurial spirit and their courage to their persistence, creativity and commitment make small steps for the great benefit of their citizens. The goal is in front of us, realize it together!

Introduction of the team

“My name is Ines Miščević an I'm Economy student in Osijek. I have 25 years, and i was born and raised in village near Đakovo.

Our idea is Eco garden in town of Osijek. Our idea is developed at the moment when we saw that the town citizens do not have opportunity to grow their own food. We think that this idea



is something that is very needed in this fast way of life. People need to think about what are they eating, and we think that we can make them eat healthier.”

„My name is Barbara Domović and currently a student in the graduate study of economics in Osijek. Undergraduate course I attended in Virovitica within which I was an exchange student in Slovenia. I like to read books, to travel, discover new places and meeting new people. For this reason I am looking forward to this competition because I know that I learn new things and make me new experiences.

The idea underlying our project is to build eco gardens in the city of Osijek. The project would solve the problem of those who do not have their own resources to be able to healthy diet, such as the unemployed and people of lower financial status, which would allow access to healthy food and the problem of those who do not have a place to grow gardens. Revenues that would be realized by the project are selling excess cultivation and sale of food for winter. The gardens were so it would be more land divided into smaller parts, and to those parts rented. To help in the gardens care to volunteers, students of the Faculty of Agriculture and others.”



Eco (Re)Action

Project title or name of the social enterprise:	Eco (Re)Action
Keywords describing the social business idea:	ecology, circular ecology, recycling and reusing, innovative advocacy, children's creativity
Team members:	Maria Lepur, Igor Štrangarević
Represented country:	Croatia

Introduction of the project

Today we speak about raising ecological awareness more often and much louder. Even so all of us can see that the implementation of it in reality has still been on its lowest and hasn't truly become a part of our values. We believe that it can be changed if we progressively bring into modern and more interesting approach to ecology, mostly within our younger generations. This issue of global awareness and minimized global reaction made us think about different ways we could use to start a change around us. We feel that we should start affecting locally to provide an example, but our ideas and further activities should interlink wider areas of our society.

By seeing the real picture of our environment, community and what we pass off as ideal, we created this project Eco(re)action. It has a main purpose of linking creativity, innovation, young population and ecology. With this project we want to answer a few fundamental social needs, such as upbringing of a child that has become more unstable because of the negative influence of computerization and modern technology that make harmful content very accessible; and environment that has been neglected for rapture with urban lifestyle, technological advancement, mass production and responding to more luxurious needs of our society.

Exactly by influencing a younger mindset through actual activity, they can be initiating changes while growing up and with that come values that can further affect our community and later the society.

In December 2015. EU Commission adopted an ambitious new Circular Economy Package to stimulate Europe's transition towards a circular economy which will boost global competitiveness, foster sustainable economic growth and generate new jobs. The aim of circular economy is to maintain the value of products and materials as long as possible, to reborn product which has reached the end of its life in order to be used again, in that way giving them an additional value. According to Commission this model can create secure jobs in Europe and promote innovations that give a competitive advantage, while they expect that waste prevention, eco design, re-use and similar measures could bring net savings of 600 billion euro for businesses in the EU. Project will be supported financially by 650 million euro from Horizon 2020. and 5.5 billion euro from structural funds.



Eco (re)action project is leaning on the re-use component of the circular economy strategy and available funds as main boost for starting a new business and generating new jobs.

Multiple benefits from the project reflects through three main aspects. First of them is *socio-cultural*: Aim of the project is to teach the society how to responsibly use the products in order to avoid the final disposal. Visiting the kindergartens, we will work with the children in order to show them how to make the simple, useful products from old used plastic bottles, glass bottles, plastic caps and cans (recovery). In this way we will encourage them to think creatively, to save the environment and money at same time. Children will spread their knowledge and they will courage their parents to act as environment friendly. Due to the fact that kindergartens always lack of material for playing and education, this free of charge material will benefit to all. Development of ecological awareness and creativity in early age will influence on socio-cultural behaving in the future. Second benefit is *Economic*: According to EU legislation, reduction of waste disposal on the landfill is obligation of municipality, where strict goals are set. In order to achieve that goals municipal companies increased price for disposal, while government also included the special landfill tax. At the end of the day, both this taxes pay the citizens. Our goal is to reduce the quantity of the waste which should finish in the landfills and to reduce the invoices for the citizens in this way. We also count on the income from the sold goods and services. Due to the fact that our enterprise is social, profit will be redirected to social institutions in our town, which will be very useful for their lacking funds. Third, but not less important, is *environmental* aspect. Environmental benefits of recovering can be seen through two criteria: 1. Reducing the disposal on the landfill where plastic directly pollute the soil where some plastic needs up to 500 years for disposal. 2. Reducing emission of CO₂ during incineration of the waste.

In order to achieve the goals, we have to spread the word about our mission and explain the message which we are trying to send. Good communication with our stakeholders is crucial for the success, therefore we have prepared the communication strategy for Eco (re)action project. There are two communication objective, first is to inform the community about environment threats and possibility to save our habitat in creative and cost effective way, while the second is to present Green Wheels Ltd. as the tool that will help you doing that. To effectively spread our key message: “Green wheels are turning your habits! We (re)act on your wish to start to (re)use.” We have divided our stakeholders in three priority groups. Highest priority has our mayor customers, online consumers. Strong priority we give to the local community, while the lowest priority we give to event planning companies. A unique key message is determined for different stakeholders, where for online consumers we use the phrase: “Recovered is modern word for antique”. For the local community we lean on strategy: “We can help you to make your town more beautiful free of charge”. To event planners we approach with the: “You plan the fest, we have plan for the rest”. For each of stakeholder communication tactics and methods are planned. To online consumers we approach with our web/sales page, newsletter, email, social networks Facebook, Twitter, Instagram, online Skype calls. With local community we communicate on meetings, conference calls, presentation, lunch meetings and public events. With event planners we communicate on meetings, during conference calls, lunch meetings. To stay on the track for each mean of communication, and each stakeholder, we have set a budget. With divided responsibilities and with established communication calendar we can track our progress and record the feedback.



In order to start with the project its necessary to obtain unobstructed financing, to find adequate skilled employees and to purchase equipment. Regarding the personnel, one of the key characterises are creativity and craftsman skills. Our colleagues should also have good interpersonal skill, should be innovative and should have experience in education and presentation. For the star of enterprise, beside two of us, additional craftsman is necessary. From the equipment we should have small caddy vehicle, electric driven hand tools, tools for carpentry, metal working and textile processing tools. For demonstration purposes laptop and projector are necessary. For promotional material we would use old paper and free of charge guerrilla marketing.

Initial capital for the start of social enterprise is personal savings combined with the financial support for start-up of small enterprise and self-employment program in our hometown. Necessary equipment is approved for the financing by the EU structural and national funds for waste management in circular economy package. Most of income should be generated from the online shopping web page. Our intention is to be included in EU online market of recovered goods where goods can be changed between two major sellers or sold online. Sell is auction style, where initial price should cover the cost of business, while all additional profit will be redirected to social institution. Part of the income should come from “opened” sales on our two town markets and on the public events as “antique weekend”. Education in the kindergartens in our county will be free of charge, while education and projects in other municipality and counties will be charged. The part of income should come from the cleaning after the “events” (like festivals) organised by our partners in event planning, where useful waste will be used for recovering or sold as raw material.

Taking into account the fact that EU regulations, and domestic legislation, obligates municipal authorities to adopt the circular economy package, part of which is an opening of centre for recovery of the goods for re-use purposes, we see a big opportunity for our enterprise. In order to achieve the goal of strategy, municipal companies have to collaborate with craft enterprise, where municipal company will provide bulky waste (free of charge), while small craft enterprises should recover this waste. Our enterprise will recover old waste on creative and innovative way and put it back on market, donate it to charity or use it to improve our hometowns communal infrastructure. Due the fact that this strategy is at its early phase, we expect that small craft enterprise, with creative and skilful employees, can find their way to market. Concerning that our enterprise leans on EU strategy and regulation, therefore for the start-up and necessary equipment we have available EU and national funds, and that this strategy is in early phase, where we almost have no competition on Croatian market, we see our social enterprise very feasible.

Although modification of the product for reusing is not an innovative idea, but combination of the advantages and well being to all included in the enterprise makes it innovative. Combining the legal obligation, available funds and contribution to government, economy and civil community we have made the project financially and environmentally sustainable and therefore innovative as well.



Introduction of the team

Maria Lepur - “The best way to say something about myself is through our project „Eko(re)action“. My daily life is focused on thinking and actions that can be useful for community that I live in. Therefore I'm involved in many socially valuable activities. I also consider my participation in this project to be one of those activities. My personal life-interest is working with children, which isn't my profession but somehow became a hobby. I usually make the most of that hobby in my association for creative organizing of children's leisure time. Another interest of mine is ecology and ecological effects on lifestyle, informal education and researches in that area. Exactly those two elements are in our project as a form of social entrepreneurship. We want to connect the work with children and young people through the implementation of creative workshops that will revive recycling materials and create new elements. Those would then lead to clean squares and parks after the festivals and make them like a museum of recycled constructions and numerous other activities. We want to be the green wheels that would run society for themselves, and get their environment to act entrepreneurial, environmentally and socially beneficial.”

Igor Štrangarević – “My current employment reflects my interests and passion, it's the place where I can achieve most of my personal goals. I'm currently employed in my hometown municipal company, where environmental protection is most important among few business activities related to towns communal infrastructure. Through our activities I try to implement my passion to the nature, renewable energy and education. My personal and business mission is to improve quality of living for my fellow citizens, to show them how waste is not just a garbage, that with creativity waste can be something useful and beautiful. I'm aware that education is necessary to improve the environment awareness, therefore we visit a lot of kindergartens where we teach them about environment. Combining my personal and professional interest and my colleague Maria creativity, passion to the children and ecology, resulted as Eco (re)action project. It's the social project through which we are trying to teach the children and citizens of the multiple benefits of recycling and reusing. As bachelors of economics I always see and economic side of the story, even in the waste. So we are trying to look at the project as entrepreneurs, therefore we planned the project as small social enterprise where the profit will be redirected back to social institutions in our town of Vukovar.”



Future Generation Centre Kőszeg

Project title or name of the social enterprise:	Future Generation Centre Kőszeg
Keywords describing the social business idea:	leisure centre, underprivileged children, medical centre, children with asthmatic diseases, accommodation
Team members:	Flórián Strack, Szilvia Kántor, Viktória Krémer
Represented country:	Hungary

Introduction

We consider it to be especially important that children become physically and mentally healthy, happy adults. Therefore, we designed a project for establishing a leisure and medical centre that is highly beneficial for the society due to its new approach towards healing children's physical and mental problems. The primary goal of the centre is to increase children's well-being and quality of life. We intend to provide high quality services which help the children and their parents lead a better and easier life.

Social Needs Addressed by the Project and Its Social Impact

Our project provides a solution for two problems. On one hand we intend to help underprivileged children overcome their psychical problems, such as integration or learning difficulties, behavioural problems, speech disorders, etc. There are few opportunities for them to get personalised attention, which results in further increasing problems, dropping out of school, or even turning towards crime. On the other hand, we provide a place for children with asthmatic diseases where their condition can be improved. Their quality of life is negatively influenced by their diseases, which means a great burden for their families, too. Besides addressing these two issues, the institution provides accommodation in certain times of the year. The complexity and novelty of the institution lies in the combination of these activities, which results in spreading a more open and socially sensitive approach within the society.

The aim of the project is to have a positive social impact in terms of the issues mentioned above. With our work we hope to be able to make integration easier for socially underprivileged children and help lower the rate of juvenile delinquency. At our institution, children coming for therapies can meet underprivileged children, which enhances their social sensitivity. The mindset of the hostel guests can also be changed as they get to know the institution's work for underprivileged children. The subalpine climate of Kőszeg and the therapies ease the symptoms of children with asthmatic diseases and their quality of life increases by getting to know the methods that they can use at home for improving their conditions. Finally, there is a positive impact on the local community as well, as we create workplaces.



The Centre

We chose Kőszeg to be the location of the institution because there is a demand for this kind of services in the area. Based on data from 2015 we know that there are more than 100 children with problematic background in Kőszeg alone. In addition to this, the area has special climatic features that make it suitable for healing various respiratory diseases. Furthermore, the cohesion of the residents and the similar efforts of the local government can also help the healing work.

The centre will include a building of suitable size, with 10 twin rooms, 6 three-bed-rooms, 1 bathroom for every two rooms, a warming kitchen, 4 small, 1 mid-sized and 1 large social and development room (for 5, 15 and 50 people respectively). The mid-sized and the large rooms will be separated by a movable wall so that they can be merged. There will be sports courts (1 handball-court-sized football pitch that is also suitable for tennis, 1 basketball court and 1 large playground) and other equipment motivating children to pursue sports (e.g.: bicycles, table tennis, badminton, various balls, outdoor play equipment, etc.)

The operation of the institution can be divided into three parts. In summer we organise one- and two-week-long camps, primarily for children with asthmatic diseases and psychically rooted illnesses, whose symptoms can be eased with the help of specialists and clean air. Besides this, the integrated education of underprivileged children from Kőszeg and its surroundings takes place during the whole year. According to our plans they can take part in afternoon programmes conducted by psychologists, mental health professionals, youth coordinators, speech therapists, healthy living consultants. The children's parents will also be part of this process in order to make it more effective. In times when no camps are held, the rooms serve as accommodation for individuals and groups and we can provide the venue for family or business events.

We want to make our services available for children in foster care as well. Therefore, we are going to contact these institutions and establish a foundation, through which we can gain state provision to provide leisure opportunities for the children in need.

Most of our services will be available from the opening of the centre, but there will be some more that will be added only sometime within the first five years. We developed packages that fit the various needs of our customers; but of course, there is an opportunity to create customised packages as well. Our "Soul First Aid" packages provide quick and professional solution for unexpected problems that need to be discussed. "Happiness" includes playful psychologic, speech and development therapies. We have three camp packages. "Together, United!" for children with behavioural, learning or speaking difficulties, "Fresh Air" for children with asthmatic diseases and "Playing Together" for children in need. These packages include accommodation with full board, 24-hour supervision by pedagogists, professional treatments, freetime and development activities, hiking near Kőszeg and Hungarian folk dance teaching. All the camps are available at the same time, the minimum headcount for the camps to be held in 15 people, the maximum is 38. The prices of our other services are defined uniquely for each request for quotation.



Summary

Altogether, we think that this project is worth to be realised, as it can have very positive impacts on the stakeholders. Not only the children can benefit from our services, but it also contributes to the development of the region. The project is feasible, as it can be financed from EU funds at the beginning and we can also expect the support of the local government. Later on, the income from our services can serve as a stable financial basis for the operation.

Introduction of the team



Our team is a happy, determined and mainly tourism oriented one. One of us has already finished her MA studies specialised in tourism management and started a PhD program, while the other two members are still learning tourism-management. Contrary to the mainly tourism related background we also have useful experiences with a huge amount of different topics and projects.

This is the first time when we are working together as a team but we try our best to create something socially innovative, unique and feasible.



Idea of Tomorrow

Project title or name of the social enterprise:	Idea of tomorrow- “Generation Bridge in IT”
Keywords describing the social business idea:	E-learning training packages for each generation, IT for All, Online curriculum development team, volunteers, Developing and facilitating learning tasks, smartbooks
Team members:	Adrián Árvai, Norbert Gergely, Dániel Horváth
Represented country:	Hungary

Introduction of the project

The Idea of Tomorrow is a social innovation business which, on one hand, coordinates the access of students to smartbooks and the appropriate online curricula, together with the promotion of the method and, on the other hand, it operates a development centre where educational programs and applications supporting learning are developed with the involvement of professionals and volunteers. The members of our team are IT engineer students, who would like to create a company after graduation by which they could help the various generations of the society to develop their digital literacy and have access to digital information. The activities of the company are dual: on one hand, it coordinates services supporting teaching which can ease the burden on schoolchildren by replacing the heavy textbooks with the much lighter Smartbook, which would contain the curriculum of textbooks broken down per age group, and, on the other hand, we plan to set up an online curriculum developer team who would develop various applications supporting learning and e-learning packages in Hungarian and English language, for different age groups.

1. The task of the online curriculum coordination centre is: to purchase tablets, organize online curricula into databases and to coordinate them, furthermore, to popularize the method. We would not like to completely replace the printed curriculum, as it is important to practice writing. For this reason, we would keep the workbooks and notebooks, but the heavy textbooks, maps and dictionaries would be contained in the Smartbook. Today, the members of Generation Z constitute the primary school students whose needs are other than those of the members of the previous Generation Y. Persons born at the end of the 1990’s and the even younger people were born into the world of digital technology, in which it is unimaginable to live without using the Internet, mobile phones and other digital and communication devices. The learning habits of members of Generation Z have completely changed. This trend sets new challenges also in the field of education, primarily in teaching methods. We offer a solution to meet this needs by using the Smartbook. We think that the use of Smartbook can improve the attitude of students towards learning and the other applications enhance their motivation to learn. The system would provide extra talent development exercises to the talented children. The extra exercises and



applications would not be free of charge, but free access would be provided to disadvantaged children.

2. The task of the development team is: to develop applications and e-learning training packages with the help of mentors and the involvement of volunteers (undergraduate IT engineer students, trainees, talented high-school students spending their public service placement period). The applications are based on learning support (practicing exercises, maps, dictionaries, etc.), development and talent management exercises (which would be developed with the participation of the associates of the talent management centre operated at the university campus). The e-learning training packages would be aimed at the improvement of digital literacy of 4 age groups, supporting the realization of the “IT generation bridge” (1. primary school children, 2. young people under 25 years, 3. people between the ages of 25 and 65 years, 4. seniors) The generational differences in digital literacy markedly manifest themselves. Our goal is to provide an opportunity for the different generations to learn about IT solutions and to have access to digital information by taking advantage of our educational packages. Our slogan: Digital literacy for everyone - let’s have equal opportunities in the field of IT!

The packages offered by us are the following:

1. Generation of tomorrow package (for children (development and talent management exercises) (up to the age of 14 years))
2. Digital activators (young people under 25 years)
3. Computer literates (people between 25 and 65 years)
4. Anti dinosaurs (seniors)

In the current social system, it is very easy to get some kind of a smart device, but it is not the case in the education system, or they are used only to a very limited extent, despite the fact that there is a great potential in them. The current generations rely much more on smart devices. This raises an option to replace the paper-based textbooks. As a consequence, it could save a lot of paper, thereby reducing the environmental burden. Furthermore, the students would have to carry much less weight, which would have a positive impact on their health as the number of juvenile scoliosis could be significantly reduced. The quality and efficiency of education is an important social issue, which could be affected by the activities of our company, as we offer online curriculum and applications, packages supporting learning which can make teaching more efficient, motivate students and help those lagging behind in the field of digital literacy to catch up. The operation of our business is managed by mentors and professionals, but we plan to implement operative activities with volunteers. Our goal is to integrate disabled persons into work. We wish to support disadvantaged children by providing the applications and packages to them for free. We would like to start our operation in the local incubator house (due to the favourable conditions), but later on, as the business develops, we would like to have an own office and a development centre which would be realized on the basis of the green office concept. The applications and packages will be available in Hungarian and English language, and we plan to involve foreign professionals and trainees (exchange program) into the development work and - as a long-term strategy - we plan to build out an international network.



The innovative character of the project lies in the idea itself to introduce Smartbook devices, by which we can replace the current paper-based textbooks with the much lighter electronic devices, thereby helping the even easier development of Generation Z in the digital world and motivating them to learn. On the other hand, we offer applications and program packages in Hungarian and English language which support the digital literacy of different generations.

Introduction of the team



We are the Computer Engineer students of the Nagykanizsa Campus of the University of Pannonia. After graduation, we would like to start an own business, which could be based on this idea presented by us in this competition. In parallel with our studies, we are working on preparing the applications necessary for our project. We are very determined and we would like to get the best of ourselves in the competition. We hope that our idea will be useful for the different generations of the society who need a little development or catching up in the field of technology.



Incluser

Project title or name of the social enterprise:	Incluser
Keywords describing the social business idea:	social enterprise, services, intellectual disability
Team members:	Gisela Costa
Represented country:	Spain

Intoduction of the project



IncluSer is a social enterprise dedicated to the service of coffee break, event's waiters and other complementary services, whose workers are people with intellectual disability, newly trained as „waiters, and auxiliary gastronomy”. We will seek that all members of each link in the value chain that enable service delivery are, as much as possible, made up of organizations that work with disabilities people, with the aim of offering the final

consumer a differentiated service by social character of it. The fact that its business processes are fully integrated by disabled people both internally and externally, and the company specialization of its services in small events catering and complementary services, make Incluser an innovative project.

The idea was born after their founders participate as volunteers in a project of employment inclusion designed to train people with intellectual disabilities in offices belonging to the Ministry of Culture and Extension of the Southern National University, in the city of Bahia Blanca, Argentina. Once completed the course, we highlighted the urgent need to create jobs for people with intellectual disabilities because there is no local company willing to hire them.

Mission

„We are a social company dedicated to providing event's waiters and coffee break services, in order to contribute to the employment of workers with intellectual disabilities in the city of Bahia Blanca.”

Differential service feature

Companies are offered the possibility to integrate into its supply chain, a social enterprise by making inclusive purchases, which will boost its image of corporate social responsibility as they contribute to:

- Transform the reality of people with disabilities in more visible and economically active citizens.



- Promote equity and equality of opportunity between people.
- Contribute to overcome the situation of vulnerability in which people with intellectual disabilities live.

Meanwhile, educational institutions and social organizations will have an easy option to outsource coffee break service from their academic events, while collaborating with a social organization giving visibility through their events to people with disabilities as productive beings.

Goals

- Generate employment for people with intellectual disabilities generating income through the provision of a service and allocate such income to support the company.
- Transform into productive subjects those who actually are recipients of social assistance.
- Offer a service produced mostly by people with disabilities, integrating into our value chain suppliers whose organizations employ people with disabilities and are environmentally friendly, without neglecting the quality of products and price.
- Draw attention to people with intellectual disabilities as capable of providing a quality service, trying to slowly break the general distrust of society to them.

Activities

1. Provision of Coffee break: Basic, Intermediate and Premium, depending on the food and drinks offered. Includes: Personal necessary and according to the number of people attending the event, Food and Drink, dishes and linens.
2. Provision of event's Waiters: consists of: organizing the working place, putting the material, and receive and assist the guests. Includer also permits to hire only our waiters, for those organizations who wants to undertake by themselves the meals and drinks. This will allow us to fulfill our social objective of creating more employment to our waiters.
3. Additional services: Photography. Inscription's management. Design and production of
4. certificates of attendance, etc.
5. Institutional Relations, performing communication efforts aimed at making visible to people with intellectual disabilities as capable of providing a quality service, trying to slowly break the general distrust of society community to these excluded sectors.

Social impacts

- A system that adds value to each of the parts involved: people with intellectual disabilities and their families, companies that hire their service, and users of the Service, as transforming the reality of people with disabilities visible and economically active citizens.
- It generates employment for disability people trained as „waiters, and auxiliary gastronomy”, promoting equity and equal opportunities for people



- It generates revenue that can be used for the sustainability of the organization and for new projects that add value to the community of disability people.
- The market (the society) will benefit by having a simple alternative to meet the needs of coffee break services through an inclusive purchase.

The environmental impacts

Minimize its negative environmental impact through the use of the least amount of disposable material. This will be achieved through the purchase of reusable supplies (Full crockery and table linen), and avoiding plastic waste and excess of paper use.

Cultural impacts

Breaking the cultural barrier of widespread mistrust by the society towards people with disabilities, giving visibility to capable people and including them actively in society.

Local economic impact

- Increased hiring options of coffee break and event's waiters through an inclusive purchase.
- Partnerships with local suppliers, who also work with this community of people with disabilities, may enhance the impact of their activities both social, economic and local development level.



Ladies of Traditions

Project title or name of the social enterprise:	Ladies of Traditions - Make your traditions live
Keywords describing the social business idea:	old people, traditions, volunteers, “Granny Club”, adjustable
Team members:	Enikó Vigh
Represented country:	Hungary

Introduction of the project

When I first heard about the competition there was no question I shall take part in it. I am a physiotherapist student, my ambitions are helping, caring. The best what someone can do with others is to help unconditionally, finding a way to make someone’s life better, increase their well-being, even if it is a physical exercise or creating a place where people feel good, happy and useful.

Nowadays we are losing the traditions from common knowledge. The older people do not keep the habits, nearly never come together to share the traditional secrets with each other or with the younger people. The reason could be the rapid development of society why the grandparents live alone at the villages. There are no neighbours, family members, grandchildren, so they cannot transmit their knowledge and know-hows. Due to being alone most of the day, older people may think that they are superfluous and not needed. They can hardly work outside (e.g. do not dare to climb up the fruit trees) therefore their previously flourishing backyards might perish.

Every nation’s traditions are such treasures that have to be preserved for the next generations. Kitchen tricks, world-famous needlework, embroidery, crocheting goes out of mind.

The older generation’s free time gives us the opportunity to save these treasures, to make them familiar to the young, i.e. the pupils, kindergarteners as part of their classes. In Hungary primary school pupils have classes like technique and lifestyle, in the course of which they would have the possibility to practice the needlework, cooking, baking typical foods of countries. Today because of these are missing we have to learn from the internet although the knowledge is almost within arm’s reach.

The main objective is to save the old traditions, establish places where the older generations could come together to make food, cakes, pickles, stewed fruit, marmalade or jams by their recipes using also sponsored (healthy) ingredients. The finished products would be transported to orphanages, children’s hospitals, retirement homes, homeless shelters and also be able to be sold at the markets, for food chains, shops. Embroiders made with the help of the older generation could be bought at clothes stores.



At the occasions of cooking there is opportunity to collect/fine-tune/update recipes, adjust them to current nutrition trends. After that recipes will have other possibilities for utilising them (e.g. compile a recipe book to sell, etc.)

The ingredients come from villages' gardens. Those old people who cannot pick fruits could get a help from volunteer youth. After harvest they (old people) can bottle them, make jams, marmalades. We also can sell these products in the villages. In the other case also a good idea is to organize cooking courses for the young, as well as e.g. expecting mothers to get to know how to cook without preservative and synthetic materials.

The program aspires for not being seasonal. Summer and autumn give opportunity for outdoor programs, like preserving, in winter and spring they can make embroider and transmit their related knowledge to the young.

Not only “girlish” but also boy-like traditions (e.g. carving, grape-growing, etc.) will also be considered in the project.

In summary, there would be a community space, named “Granny Club” where we can exploit the activities of the older people by organising and implementing programs, meanwhile also can help to institutions for the disadvantaged, can complete the income of the retired by buying ingredients like eggs, pastas from them. Traditions could be educated in kindergartens and (mainly primary) schools.

The costs will be covered by retail sales, in-kind contributions, the enterprise would participate in tenders and would benefit from the work of volunteers. The project does not need much money to be successful. It uses existing and available sources, like village buses (small buses in the property of the concerned villages) to travel with, country houses (or parish halls) to come together in one place, fruits will be available from the old people's gardens (backyards).

In addition, it needs help from voluntary workers, social workers and local government to be organised. The enterprise will have a communication manager, financial manager, besides the social managers who keep in touch with old people, a local and a regional administrator. Their work should be carried out in an organised and structured way for which the project manager will be responsible. Some human capacities (like some social managers or the financial manager, etc.) could have part time jobs.

The enterprise – besides the equipment needed for tradition-keeping (e.g. kitchenware) – requires tools and equipment like camera, telephone, internet, fax, laptop and printer. The main costs will be the costs of materials, fuel costs, compliance costs, transporting and travelling costs, support and participation costs.

In longer terms, the project can be extended to target other “disadvantaged groups”, since the project is not only for the old people. After we get the knowledge from the old we can use it in rehabilitation for example. People who cook food and make clothes, prepare embroiders could come also from the disabled, or work for nurseries, or they can be rehabilitated people also.

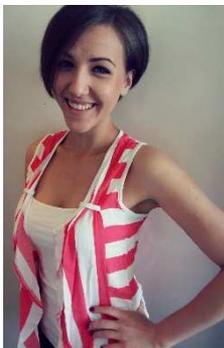
Another option for extending the project's scope is targeting underprivileged people with bad social status. Transmitting old men's knowledge to them gives an opportunity to learn how to fix things at the surroundings of the house without “employing” expensive help and experts. Olders' tips are for all of us! It helps us in many way, just have to get to know them!



I do believe in my project's sustainability – it has to work in the future otherwise we will lose those values that determined us regardless the country we live in. This program is practical and implementable in any country, anywhere in the world, because every nation has their own traditions. Our traditions make us unique! The world is open again for “ancient” issues like clothing as architecture, habit, raising or anything else. We recognized that old things are not bad things!

The generation gap is growing fast. We are the last ones to save our traditions. Our grandparents are the last ones who still own these valuable activities.

Introduction



My name is Enikő Vigh, I have been living in Keszthely, Hungary, the most western part of Lake Balaton. I am a final class physiotherapist student at the Zalaegerszeg Campus of the University of Pécs. I chose this profession because helping and caring people who need attention fills a big part of my life even from my childhood. That was the reason why I applied for this competition. I always wanted to do something really special and be of help, and I thought this is the right time to do it. With my project I can create something that has an effect on people's life and quality of life. My plan is to establish a rehabilitation center. People deserve more opportunity to live a healthy life.

Due to the rapid development of society the old people live alone at the villages. There are no neighbours, family members, grandchildren surrounding them. Due to being alone during most of the day, older people may think that they are superfluous and not needed. But... They know many tricks from the last century that we have to learn from them to make our traditions live! The aim of the project is to establish and maintain contacts between the old and the younger generations for transmitting the valuable knowledge of the experienced people. As the impact of the initiation old generation will feel that they are useful, they will increase their activity and young people get to know our habits, traditions, foods, embroiders, etc. The project is adaptable in and adjustable to every country anywhere in the world, because every nation has their own traditions. Our tradition makes us unique!

The project is also adaptable for nurseries, employing rehabilitated or disabled people.



Melting Pot

Project title or name of the social enterprise:	Melting Pot
Keywords describing the social business idea:	non-profit, catering company, asylum seekers, empowerment, intercultural exchange
Team members:	Anna Nauwelaerts, Cato Van Roeyen, Emma Lansens, Hanne Styfhals, Leen Willems
Represented country:	Belgium

What is Melting Pot?

Melting Pot means a mix of cultures in our society. We would like to represent the mix of cultures in dishes. We believe that food connects people and provide solidarity and love. We'll give asylum seekers, our social target group, a daily activity by creating a catering company where they are given the opportunity to prepare their home countries dishes. Individuals and companies, our commercial customers, can taste food from a variety of countries.

Motivation to develop Melting Pot

The name of our project, Melting Pot, stands for our goal to support respect and open interaction between the different people, cultures and ethnicities. Through bridging - connecting people from socially heterogeneous groups - this project aims to strengthen social cohesion. With kitchen utilities as our tools, we share our love for international cooking with each other and with the community.

Social need of Melting Pot

Asylum seekers in Belgium aren't allowed to work in the first four months after they submitted their application. So, in these months, their talents remain unused. Through voluntary work which is - in contrast to paid work - allowed, Melting Pot provides a meaningful daytime activity whereby asylum seekers prepare dishes from their home country, improve their cooking skills and learn from other cultures and traditions. By being responsible for preparing the meals which includes buying their ingredients, asylum seekers get to know the neighbourhood and the local language in an informal way. A surplus value of Melting Pot is our peerlearning-approach. Peerlearning between asylum seekers contributes to a positive self-esteem and self-empowerment.



Who and how will benefit from Melting Pot

Melting Pot targets two different groups. (1) On the one hand a social target group: the asylum seekers. (2) On the other hand an economic target group: individuals and organisations who order meals from our catering company. For the latter, we will focus mainly on socially responsible enterprises.

(1) Melting Pot offers a wide range of advantages for asylum seekers. They will improve their knowledge about the languages and culture(s) in Belgium. They will form a positive self-esteem, will be given responsibilities and will learn to work in and as a team while getting familiar with the labour market. It will be a meaningful life experience.

(2) The individuals and organisations get the opportunity to taste international food and be introduced to the diversity of our society. Furthermore, they can contribute to a local and social project.

Melting Pot, an innovative social enterprise

Given the rising amount of asylum applicants in Belgium and in Europe, services and assistance are restricted to the primary necessities of life such as “bed, bath and bread”. The labour market is not adjusted to the large influx of asylum seekers. More specific, asylum seekers are not allowed to work in the first four months of their arrival in Belgium. This situation demands innovative solutions like Melting Pot.

Introduction of the team

We are five friends, just graduated from the university of Brussels, as masters in cultural educational sciences. We all are socially committed and therefore we are very motivated to work together on this project. We believe that all small projects can contribute to a bigger and more sustainable change.





REDACT

Project title or name of the social enterprise:	REDACT – Colorful steps
Keywords describing the social business idea:	Down syndrome, social inclusion, furniture, creativity, recycling,
Team members:	Dora Perić
Represented country:	Croatia

Introduction of the project

Today's world is facing a host of social challenges and problems that simply cannot be ignored. As students, we are aware that we must not be passive observers of what is happening around us, but we need to use our energy and ideas to improve the quality of life in our community. Social issues such as unemployment, poverty, a gap between the rich and the poor cannot be fully addressed without the cooperation of all stakeholders. Furthermore, young people should be the initiators of positive social changes and equal participants in solving problems in their community. One of the major social problems faced by almost all countries is the insufficient inclusion of people with certain behavioral disorders, and the same applies to Croatia. The awareness of this problem prompted us to launch a business venture that would contribute to the inclusion of such persons, but also address other important challenges such as ecological disposal of used furniture and prolonging its life. People with certain behavioral disorders are often younger, so we believe that this proposed venture recognizes their needs and provides activities that are aimed at solving their problems.

Social need recognized by this venture is the inclusion of persons with behavioral disorders, or more specifically, people with Down syndrome. In addition to the social inclusion of persons with Down syndrome, proposed venture addresses another important challenge and that is ecological disposal of furniture and extending the life of that furniture. The inclusion will be achieved in a way that we will employ work instructors who will train persons with Down syndrome to perform specific tasks such as honing the furniture, cutting the materials, working at a cash register, etc. In such way, persons with Down syndrome will be able to generate economic as well as social benefits, and contribute to the development of their local community. Prospective international dimension of this venture relates to including designers from foreign universities to visit our town and participate in a design camp. The intention is to organize design camp as an annual event that will bring together foreign designers and our employees in workshops related to new trends in design and furniture transformation. Besides, the goal is to make this business model replicable on an international level. Since the problem of inclusion of persons with behavioral disorders is widely spread, we believe that this venture has the potential to address this issue in other communities as well.

Our venture will meet social needs in a way that people with Down syndrome, who live in our area, will be provided with employment opportunity, their parents will get hope that their



children will become equal participants in our society, residents of our area will get a chance to donate their old furniture which will also reduce amount of furniture that's been dumped at inappropriate places. Employers from our region are not aware of the potential that people with Down syndrome possess, they have prejudices about people with behavioral disorders in general and avoid to engage them. It is our endeavor to contribute to their involvement so that they can become fully engaged members of their communities. This will be achieved through specific set of activities involving carpenters working with people with Down syndrome to help them master simple tasks and gain valuable skills that ultimately lead to getting a job.

Our project is beneficial for several group of stakeholders. Persons with Down syndrome will get an opportunity for an employment, local residents will get an opportunity to prolong life of the old furniture they no longer need, and local community will get a change to support (by purchasing the furniture) and participate in the project to contribute to better life within a community and nicer and cleaner environment. End users of our project are families of persons with Down syndrome, the local community, the City of Belišće, Osijek-Baranja County, and the Republic of Croatia as it is our desire to create a unique brand of furniture that will be recognized within the country. To achieve our goals we need to develop a website to promote our services and products by creating a unique communication strategy and visual identity. Our desire is to create a brand that will in itself have a national character to make prospective customers aware of the fact that such unique furniture carries a story from our country. Also, the intention is to develop a brand that will be globally recognized among the population that wants and appreciates the unique items, and are supporters of a different approach in the production of furniture. The basis for the creation of our brand will be the quality and uniqueness of the product, but also an individual approach to each customer.

The innovative aspect of our venture is represented in its business model as such. It is a business model that incorporates inclusion of persons with Down syndrome and ecological approach to furniture disposal to create new and unique brand of furniture. The model is replicable as it uses resources available in most geographical regions. Besides, market-oriented strategy will lead to financial sustainability.



Introduction

My name is Dora Perić, 22. I am from Osijek where I study entrepreneurship at Faculty of economics in Osijek. My social business idea is focused on solving recognised social problems such as inclusion of people with Down syndrome, taking care for old used furniture and lengthening life time of products All mentioned would be putted in our project in partnership with key stakeholders and designers because we want to create unique brand of restored furniture in our country and on global level.



Sponsor a Wall

Project title or name of the social enterprise:	Apadrina un muro (Sponsor a wall)
Keywords describing the social business idea:	urban art, crowdfunding, urbanism, common good, online
Team members:	Lucas Amat Junquera, Isaac Soler Ramos
Represented country:	Spain

Introduction of the project

„Apadrina un muro” is a responsive web platform aiming to generate social impact by creating murals with social issues in public places that are in disrepair, with the aim of improving the cities. These murals will be made by urban artists and co-financed by the citizens.

Currently many artists and illustrators make the streets their art gallery and it is not a surprise. The main problem is the difficulties they face in getting the legal permission, especially for central walls. The local government usually hinders, by making the process much longer. Consequently, these artists decide to give it up and to do it by themselves in an illegal way.

Subsequently, citizens can come across graffiti in public streets that they could like or not, made by illegal writers in a careless way. In addition people are thankful when muralism projects are done in their cities in a social way or when public places that used to be sloppy are decorated. We have seen how people walk in front of these walls, they stare at them and take several photos. There are European cities like Berlin that have already started some touristic routes related to the Street Art.

The local government don't invest in this kind of projects, they always try to find out artists who can work for free. So the problem they struggle is finding good artists for free.

We believe that crowdfunding provides the optimal financial solution for this type of projects because it allows anyone who wants to donate any amount of money, to the Project they want. Therefore, if a Project fails to collect the necessary funds in the set time, it means that the community does not agree with the accomplishment of the mural. In this way we involve the citizens in the process and we help local institutions to co-finance these projects, to promote culture and to generate a positive impact on society.

The location plays an important role in this type of project. People will be more prone to invest money in local community, rather than in a place which is not important for them. It pays off in terms of making them feeling pleased and savouring the improved local surroundings. The platform will have a section with mural proposals distributed by proximity. However, the user can also search murals proposed in any other places. Moreover, the web will show all the projects done to demonstrate the positive impact and to engage people to participate actively.

People can send us wall locations (through our web platform) and we will look for the nearest and also the best artists in our platform. We will be in charge of all the procedures. The first



step is to show to the local government the wall that has been proposed to be improved, if they accept and gives us legal permission to paint it, we automatically show the wall to all the artists who will send us their drafts/proposals regarding the topic. Then, we will select the three best proposals and will show them again to the local government, who will make the final decision by considering which project fits better with the city and environment style. The winner project will be the one we are going to post in the platform in order to be funded by the citizens with crowdfunding.

In summary, „*Apadrina un muro*” represents a website that approaches urban art to citizens and institutions in a friendly and positive way differentiating it from the illegal graffiti. In this way, the Project means an alternative to improve the urban view of the cities and to make people participate.



Nowadays in our team we are two people: Isaac Soler - graduated by the Elisava University in Barcelona, muralist, graphic designer and entrepreneur (Founder of AeroArte); and Lucas Amat; - student in Business Administration and Marketing, muralist, and entrepreneur (Also founder of AeroArte). This is the second Project that we are carrying out together.

Our motivation comes basically from our love to muralism and graffiti. We've been painting since 2007, so it's not something new for us. Our story has caught the attention of different newspapers in Spain where we have been on the front page in some of them. First of all, because the media realized that people have changed their mind about graffiti and also and the most important reason is because we can see this change in our lives. At first we were illegal graffiti



writers, which made us to face and struggle with many difficulties, but we have changed our mind and we started to make positive things with graffiti. It all started with AeroArte, a little business based on the idea of satisfying individual and enterprises advertising and decorative needs. At this point we came up with the idea of spreading our little business to other places in a more social way and searching a common good for community.

„Apadrina un muro” will also accept volunteers that could have legal problems because of illegal graffiti so they can have another point of view too. In this way while they are in touch with graffiti in a beneficial way they can end up becoming part of our platform artists.

We believe that „Apadrina un muro” solves some problems in a innovative way because it uses the legal graffiti to improve public spaces, trying to integrate urban art in our society in a positive way and financing projects through crowdfunding, as to seek a common good with the projects, we believe is the best way.



StrateDO

Project title or name of the social enterprise:	StrateDO
Keywords describing the social business idea:	online marketing, fair competition, digital divide, equality of opportunities, small and medium businesses
Team members:	Manuel Gros, Denise Camou, Justin Graside
Represented country:	Spain

Context

StrateDo emerged in a context of strong inequality. Latin America is the second region with most inequality in the planet, only below an area devastated by violence and scarcity of food like Sub-Saharan Africa. In Latin America small and medium business represent 99% of all enterprises and generates employment for 70% of the total workforce. A recent research held by the World Trade Organization and the United Nations revealed that one of the main reasons why SMBs show a poor performance is because they make a misuse of the Internet, mainly in poor countries. SMBs have productivity that, on average, represent a third of large enterprises and offer wages that also are on average 50% lower.

Despite SMBs generate the 70% of jobs, quantity is very different than quality. In general, this small companies generate employment for a disproportionate number of women and youngsters and pay much less than their big competitors. In that context, an improvement in SMB's productivity may be considered a path to economic development.

How was StrateDo originated? Which is the problem that tries to solve?

After working several years in the digital marketing industry, Manuel Gros and Justin Graside left their jobs in online marketing agencies to found their own online marketing and internet businesses company, called Arriba Media.

Arriba Media started working at good pace, and after some months it became a profitable company.

After some months of hard work, the team started making some observation about clients, leads and prospects behavior. A lot SMBs came to Arriba Media in order to work together, but their budgets were very limited. For Arriba Media it was not profitable to work with this small companies, as profits were not proportional to the time that should be devoted to these small customers. After confirming this hypothesis with other industry colleagues, we concluded that there was a real problem for small businesses.

So, what is this problem? The second digital divide between big corporations and SMBs. The digital divide is defined as the separation between people and organizations using Information Technology and Communication (ICT) as a routine part of their daily life and those who do not



have access to them or do not know how to use them. This concept can be divided into first digital divide (access) and second digital divide (use and appropriation).

In the last years the digital divide between enterprises has not only not reduced, but it is becoming increasingly larger. The digital ecosystem is constantly evolving and new social networks, advertising formats and marketing tools arise every day. These changes are properly appropriated by those who have access to professional advice, such as the one offered by agencies, while small companies are left behind by not having the budget needed to access this kind of services.

The digital divide has been the cause of these inequalities that prevent fair competition from equal opportunities. Technology itself creates this kind of gaps and companies that make good use of it may have better growth opportunities. This is a vicious circle where the one that has less, has fewer opportunities to succeed and therefore moves away more and more of those who have access to quality information.

Currently, social networks and other Internet advertising formats have completely reinvented the advertising paradigm, as production and space costs turned considerably lower. A small business can make a significant difference if it properly performs actions on the Internet, but for doing that, it needs to appropriate the media through quality counselling that allows them to get the most profits as possible.

What is StrateDo?

StrateDo is a collaborative project that empowers SMBs with digital marketing tools, materialized in a free software that, from an input of information made by the user, generates a customized online marketing strategy, divided into clearly explained tasks and steps, so anyone, even with zero experience, can implement it successfully without the counselling of an expert in the area.

The user logs in the platform and completes a simple form with relevant info about its company. Then, StrateDo's algorithm will process the information and will generate an online marketing strategy that perfectly fits the user's needs and possibilities.

The strategy will be presented as linked tasks, starting from the most simple to the most complex and technical. Each task will include all the necessary info (texts, screenshots, videos) so the users can implement it by themselves. The implementation of the strategy follows an incremental order, so users can see their progress and be motivated to continue managing their online marketing strategy.

The specific segment that aims StrateDo are directors or managers of companies with fewer than nine employees, operating in Spanish speaking countries. This segment is composed of approximately 13,000,000 SMBs. These directors or managers of SMEs will be StrateDo's user, and will benefit from the knowledge and tools to grow your business through Internet.

Why is StrateDo an innovative project?

StrateDo is an innovative project because it converts an expensive and restricted service into a free, global and scalable product, accessible to anyone who wants to make from the Internet an ally in the growth of their projects. StrateDo repositions SMBs in the digital marketing industry, empowering them with the knowledge and tools that were exclusively on online marketing



agencies. In this way, StrateDo generates an accumulative learning that will have a direct effect on reducing the second digital divide.

Introduction



StrateDo is a social enterprise created by Manuel Gross. The company provides a free online software that enables all users to generate an online marketing strategy tailored to the needs and possibilities of different users. It has very simple instruction, and make it easy for everyone to use it. from an

input of information, generates an online marketing strategy tailored to the needs and possibilities of each user, and with clear and simple instructions for anyone even even experience in the area, can run smoothly.

StrateDo looking at its social impact small businesses who can not afford an advertising agency on the Internet, can self-manage their online presence professionally.



The School Assembly

Project title or name of the social enterprise: The School Assembly - Expand your audience!

Keywords describing the social business idea: online marketing, fair competition, digital divide, equality of opportunities, small and medium businesses

Team members: Noura El-Jafoufi

Represented country: Belgium

Introduction of the project

Citizens movements have got a huge boost the last decade. Your organisation also achieved to be an important alternative for how we consume food. In South Europe we see citizens movements rise out of economical needs. In the rest of Europa a lot of movements started out the desire for an alternative. The desire but actually also the need for more quality in life and less reckless consuming. Your organisation is such a wonderful example of conscious consuming. It shows how every participant in the process can be a winner.

Besides the huge popularity of your organisation I believe there is an enormous change to expand your audience. But more important I believe there is a big change to make your organisation more inclusive. There are a variety of groups in ours societies that don't find their way easily to citizens movements in general. It is regrettable that citizens who can increase their quality of life by participating in these movements didn't find their way yet to participate this development in ours societies. That's where I can help. In my proposal we are going to search for solutions to reach families in different ways beside the already exciting and effective online approach. However the effectiveness of this approach, it does not reach all families because a lot of reasons like for example limited access to the internet. But also the threshold to consume in places they don't know or feel comfortable.

The School Assembly wants to organize the weekly gathering in schools. All families with children are familiar with this place. The school community is a perfect place to reach a diversity of families. The School Assembly wants to reach all kind of families. The families with two working parents and also families who aren't familiar or comfortable with ordering food online. For working parents it's practical to order online and to take the order while picking up the kids from school. For the families that aren't buying online for whatever reason, for them The School Assembly want to train volunteers from the school community. As the Food Assembly already depend on volunteers to organize the contacts with the local producers and for organize the weekly gatherings, we add a communication function in the team of volunteers. These volunteers that will focus on communication will use a variety of forms to reach parents. Not only social media and formal gatherings but also informal gathering which the school is a perfect place to meet for example a breakfast at school with the kids. The volunteers can also



offer a paper document at the weekly gatherings to order for next week as an addition to the digital version. The School Assembly also wants to attract role models with a different backgrounds to promote the values of The Food Assembly in general and The School Assembly specific.

What about the schools? Which role do they have in this story? There are a lot of benefits for schools by participating in this project. First of all they facilitate their school community to consume fresh and healthy food for a fair price. Healthy food has so much benefits for schoolkids. Their cognitive performance but also their wellbeing will increase. Let's not forget that the schoolkids are also involved in this project. The weekly gatherings happens in their present and on their territory. So there are going to be many opportunities to educate the kids informal about food because the parents are collecting healthy food in their present. Not only the parents but also the kids will meet the producers of their food. Schools are as a participant in this project well placed to give a more formal but meaningful education about health, the environment, sustainable agriculture and respect for food. In addition the schools can of course take advantage of the weekly gathering to order for school meals. The winners in the story that The Food Assembly already created will be increased to other segments of our societies.

To conclude: Do your organisation want to promote their values to a bigger audience? Do you want to involve other actors in the society? Innovate and grow through The School Assembly.



Introduction

My name is Noura. I work full-time in a boarding school in Brussels. Beside my work I study part-time at the VUB. I believe how more we evolve to included societies how more we will increase our quality in life. Especially our wellbeing. In addition I believe that there are righteous alternatives for how we operate now as a neighbourhood, a consumer or as an educator. I combined those values to build further and innovate an existing movement. I did this from my perspective as an educator.

Read more about the projects:

<http://isics.gtk.uni-pannon.hu/projects/>



Mentors

Doriana, Chicu



Doriana Chicu has an International PhD in Economics and Business Administration and the Master in Business Administration at the same University, and a bachelor's degree in Economics at Academia de Studii Economice of Moldova.

She is a member of the FHOM research group and has completed research periods at the Kemmy Business School, Limerick, Ireland and London School of Economics, London, UK.

Eszter, Bogdany



Eszter Bogdány is an Assistant Lecturer at the Department of Management at the University of Pannonia, she has a PhD in Management.

Her main fields of interest includes general management, social responsibility and human resource management and she will be one of the trainers during the local competition of I-SICS.

Gilda Hernandez-Maskivker



Gilda Hernandez-Maskivker, doctor in Tourism Management, Mentor at the Universitat Rovira i Virgili.

Gilda has much experience in event organisation in the tourism and leisure sector and will be one of the URV trainers on the I-SICS project.



Jaroslav, Dugas



Jaroslav has strong experience in developing IT solutions as he has worked for more than 15 years in VSS – Východoslovenské strojárne as head of IT.

He holds PhD. from University of Economics where he teaches subjects related to Innovation management.

Katalin, Turcsányi



Katalin Turcsányi is a lecturer at the Zalaegerszeg Training Centre of the University of Pécs, Faculty of Health. She is strongly committed to the fight for the creation of equal opportunities and the abolition of exclusion. Her fields of interest include the economic and societal aspects of social employment, treatment of working relationships requiring empathy, involvement of corporate social responsibility. She will be one of the mentors of Europa Consortium.

Krisztina, Erdős



Krisztina Erdős is the Project Manager of Europa Consortium Regional Development Non-profit Ltd. She has a strategic thinking and the ability to break down strategy to corresponding actions which – coupled with her 6 years experience in teaching project planning to graduated project management students – allows her to mentoring trainees and also act as external advisor of diploma theses.

Nora, Rodek



Nóra Rodek Berkes is a lecturer at University of Pannonia Nagykanizsa Campus and a PhD candidate in the field of Management and Business Administration. Her research areas include general management, corporate social responsibility, sustainable development and social responsibility at local and regional level. She is one of the mentors of Europa Consortium during the regional competition of I-SICS.



Štefan Hičák



Štefan has background from STU in Bratislava – Faculty of mechanical engineering. After almost two years of experience from EMC2 Corp. in Ireland he joined University of Economics as PhD. candidate. He finished his dissertation thesis with topic Innovation activity as factor of competitiveness in 2013.

He is very interested in social innovation and has more than 6 years of experience with innovation support and consulting activities.

Read more about our Mentors:

<http://isics.gtk.uni-pannon.hu/competition/mentors/>



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