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## **PRESS RELEASE**

### **I-SICS – INTERNATIONAL SOCIAL INNOVATION COMPETITION FOR STUDENTS AND ADULT LEARNERS**

In cooperation with international partners the University of Pannonia – Faculty of Business and Economics organised the I-SICS International Social Innovation Competition on 24-25th August 2016.

The I-SICS project aims to raise the awareness of university students to the most important problems of their regions, and urge them to think in a socially responsible way, so that they can become effective and committed activists of their homelands.

The regional rounds of the I-SICS competition were organised in May 2016 by all partners. On these regional competitions the students presented their ideas in the topic of social innovation. These concepts are up-to-date, useful and satisfy needs of society and establish new social cooperation. The best projects on regional level competed at the international competition at the end of August.

The winner of the first prize is the project titled “Melting Pot” by Belgian Anna Nauwelaerts, Cato Van Roeyen, Emma Lansens, Hanne Styfhals, Leen Willems. “Melting Pot” is a catering enterprise that provides opportunity to bridge the gap between asylum seekers and the recipient society and increasing solidarity and acceptance by presenting the asylum seekers’ national cuisine and tradition.

The most creative presentation went to “Sponsor a wall” by Lucas Amat Junquera, Isaac Soler Ramos from Spain that is dedicated to support the fight against social problems with the help of graffiti in the cities.

The most social innovative idea was won by the Belgian Noura El-Jafoufi project titled, “The School Assembly”. The focus was put on launching a school forum that gives the different social groups a chance to meet and have conversations.

The most relevant idea for Europe today prize was deserved by the project titled “Career Compass” that was elaborated by Helga Szabó, Veronika Leitner, students from the University of Pannonia and it gives efficient support in the choice of career.

“StrateDo” proved to be the project with most global potential made by the Spanish Manuel Gros, Denise Camou, Justin Graside that is a free online software for small enterprises to make their online marketing strategy.

“ECO (RE)ACTION” deserved the prize of the most environmental project by Maria Lepur, Igor Štrangarević from Croatia that focuses on the environmentally aware education and recycling as well.



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Apart from the prized projects the following crucial ideas were presented: workplace for people with reduced capacity for work, career counselling services, project supporting folk traditionalism, creating leisure and healthcare centres.

A summer camp was organized for the competition on 21-27th August in Balatonalmádi. The competitors could take part in professional workshops where they dealt with presentation techniques, resources and intercultural communication.

**Dr. Ferenc Bognár, project manager**  
**Faculty of Business and Economics, University of Pannonia**

“I-SICS is a pearl among Erasmus+ projects, I have the impression that it is going to fulfil its aim completely. Everything is given to develop or even to apply the successful ideas that are qualified to support a better, more useful and successful society. Another crucial issue is that the competitors get the chance to give their own enterprise a momentum with their activities. It is a great help that the positive attitude of the project team manages to create a constructive atmosphere and we owe Tempus Foundation thanks for the tireless support of the realization of the project both professionally and humanly.”

**Dr. Beáta Fehérvölgyi, Vice-dean for Development**  
**Faculty of Business and Economics, University of Pannonia**

“One of the highlighted missions of the Faculty of Business and Economics, University of Pannonia is to transfer knowledge of enterprises and the development of private businesses moreover to strengthen the business attitude among the students.

On the other hand, we cannot and do not intend to avoid social problems and according to our mission we are contributing the social and economic growth of the Middle- and Western Transdanubian Regions and Hungary as well.

The above mentioned goals meet in I-SICS project as the students are charged with planning enterprises that are not necessarily of non-profit nature, but react or offer solutions for the social problems and challenges.

Besides the academic staff, we invited entrepreneurs for preparations and judging who are affectionate towards social challenges, building strong relationship between the academic and business spheres.



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