TABLE OF CONCENTS

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MODULE #1

Introducing the program and social innovation concept

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INTRODUCING TRIC

Proposal: Erasmus + Small Scale Program

Project: TRIC – TRansferring social Innovation into Competencies

Implementation period: 01/02/2023– 31/01/2024.

In the TRIC project, we looked for social innovation competencies by analyzing already proven and successful social initiatives.

Our goals:
- Strengthening social innovation competencies among adults with non-formal education methods.
- Supporting the transferability of effective social innovation methods by transforming projects into training materials.
- Identifying the competences inherent in social innovations that can be adapted for the labor market and teaching them to adults.
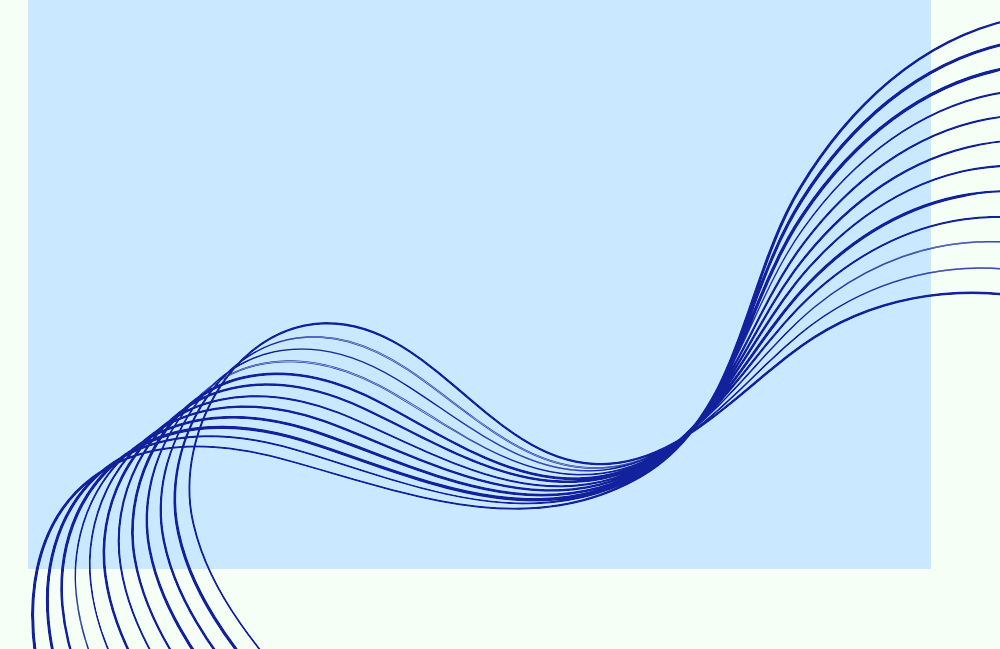
TRIC ACTIVITIES

01 RESEARCH AND METHODOLOGY ON THE POSSIBILITIES OF TRANSFERRING SOCIAL INNOVATION INTO EDUCATIONAL MATERIALS

02 QUERY AND PROCESSING OF SOZIALMARIE WINNING AND NOMINATED PROJECTS

03 TRANSFORMING METHODOLOGIES THAT CAN BE EXTRACTED FROM SOCIAL INNOVATIONS INTO THE KEY COMPETENCE

04 5 TRAINING PACKAGES BASED ON SOCIAL INNOVATION CASE STUDIES

05 20 ADULT STUDENTS DEVELOP THEIR SOCIAL INNOVATION COMPETENCIES

06 VIENNA EVENT TO PRESENT THE RESULTS

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PARTNERS

Unruhe Private Foundation's main project is SozialMarie - Prize for Social Innovation. Launched in 2005, it is the first social innovation prize in Europe. Each year, 15 outstanding social innovations are selected through a multi-stage evaluation process involving regional experts and an international jury. The winners are presented to the public at an award ceremony in Vienna. Unruhe organises workshops and events to mentor the winning projects and promote dialogue on social innovation in the Central and Eastern European region.

https://sozialmarie.org/en

Cromo Foundation was established in 2002 in order to contribute to the local and regional cooperation of non-governmental, business and governmental actors and thus to strengthen a participatory, active and democratic society in Hungary and Europe.

Core values of our organization are credibility, accountability, professionalism and innovation. Cromo wishes to see local organizations well managed and effective; local citizens active and committed to participation; local communities vibrant and sustainable; society inclusive and tolerant.

https://www.cromofoundation.org/

ABOUT SOZIALMARIE

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Social innovation drafts solutions to pressing social challenges. It provides room for new approaches, gives innovative answers and lays new paths. Social innovation either reacts to a new social question or it solves a known problem by a new practice. The effected group (target group) acts by itself or at least the action has to involve the effected group. In this manner, social innovation creates sustainable, exemplary solutions that inspire others.
Definition of social innovation, Unruhe Privatstiftung

SozialMarie is a prize for social innovation awarded to 15 outstanding projects every year. With its first call for applications in 2004 and awarding in 2005 it has been the first prize for social innovation in Europe. Beyond a financial recognition adding up to €55,000, SozialMarie primarily offers a public platform for social innovative projects in Central and Eastern Europe.

Projects run by private individuals, commercial companies, the social economy (civil society initiatives, NGOs, NPOs, associations) and the public administration are eligible. Projects implemented in Austria, Croatia, Czech Republic, Hungary, Slovakia and Slovenia are invited to apply.

ABOUT SOZIALMARIE (PART 2)

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Timeline

Start of call	End of call	Nominations	Start of public voting	End of public voting	Award Ceremony	Start of call
07·11 2023	16·01 2024	28·02 2024	09·04 2024	16·04 2024	01·05 2024	11 2024
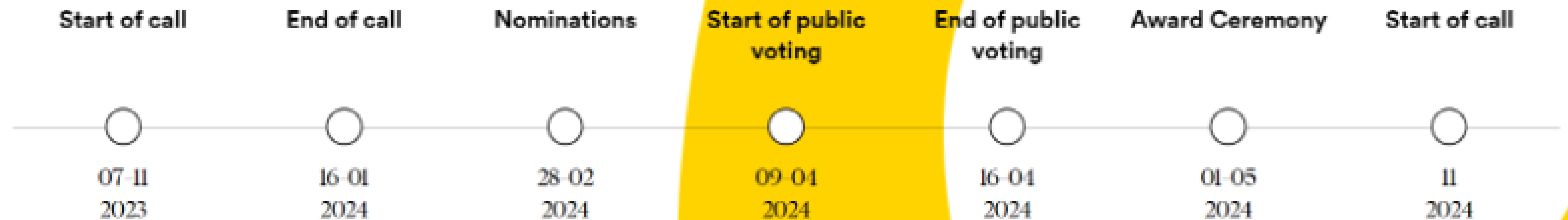
INTRODUCING LONG LADDER, IPOLYTÖLGYES, HUNGARY - 1ST PRIZE 2023

1st Prize2023
Country:Hungary
Region:Pest
Sector:Public administration
Fields of action: Poverty, Awareness, Environment
Project owner: Local Government Village Ipolytölgyes
Responsible person:Radnai Bertalan

APPRECIATION OF THE JURY

In a world where everyone wants to own more, the project Long Ladder strengthens the idea of a local economy based on solidarity and sustainability instead of private ownership. With a simple, hands-on solution, municipalities manage to improve the quality of life of their citizens in a participatory way which in turn helps citizens to regain the feeling of belonging to a supportive community. This easily transferable project benefits not only the municipal- ity and its residents, but also our planet.

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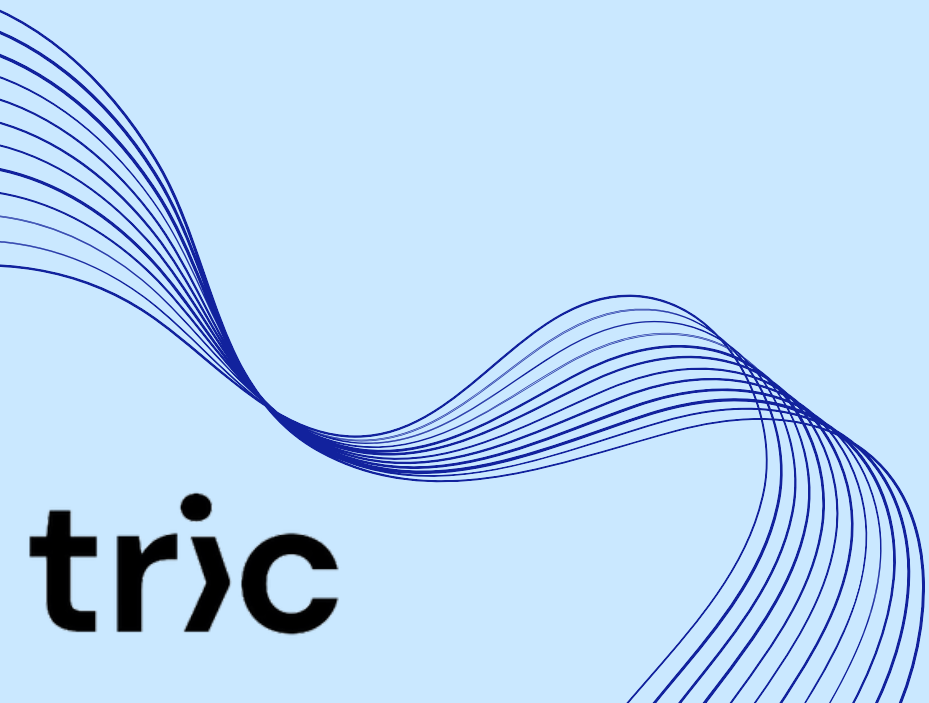
Social Innovation

MISSION

What is social innovation?
Social innovation refers to the process of developing and implementing new, effective solutions to solve social or environmental issues.

Social innovation is meant to have long term impact at large scale. Social innovation is traditionally advanced through non-profit endeavours, but the business community is also open to address society's challenges too.

VISION

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AMANI SOCIAL INNOVATION FRAMEWORK
8 Steps to Creating a New Idea

IMPACTING
What are the possibilities for social impact from your idea? How will you set it up for impact from the beginning?

BURNING
What social challenge or opportunity do you personally care a lot about?

IDEA NETWORKING
What new ideas or feedback can you get from sharing your idea with a diverse group of people?

SENSING
What information can you find out about the challenge, using as diverse a range of sources and types of information as possible?

EXPERIMENTING
What might be a draft prototype of your idea? What does it look like in the real world?

QUESTIONING
What are the questions about this challenge that nobody else is asking? Can you re-frame the challenge in a different way?

IDEA GENERATION
Putting all the previous steps together, what is your idea to address this challenge?

ASSOCIATING
What can you learn from other fields or sectors or experiences that might be adaptable to your challenge?

AMANI INSTITUTE
Developing talent to address global challenges

MODULE #2

Getting to the idea, vision and mission

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EXERCISE #1

Think about your idea

What communities do you live in?

QUESTION 1

**What are the needs and challenges in your society/neighborhood/community?**

QUESTION 2

What are your personal interest in this respect?

QUESTION 3

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Model/Tool #2 – Idea Challenge

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- **What is the core problem?**
- **How to define it?**
- **Problem centric vs solution centric approach**
- **Generating several ideas – brainstroming**
- **Choose the best – idea ranking**

Problem

Plan

Solution

Discover

Define

Develop

Deliver
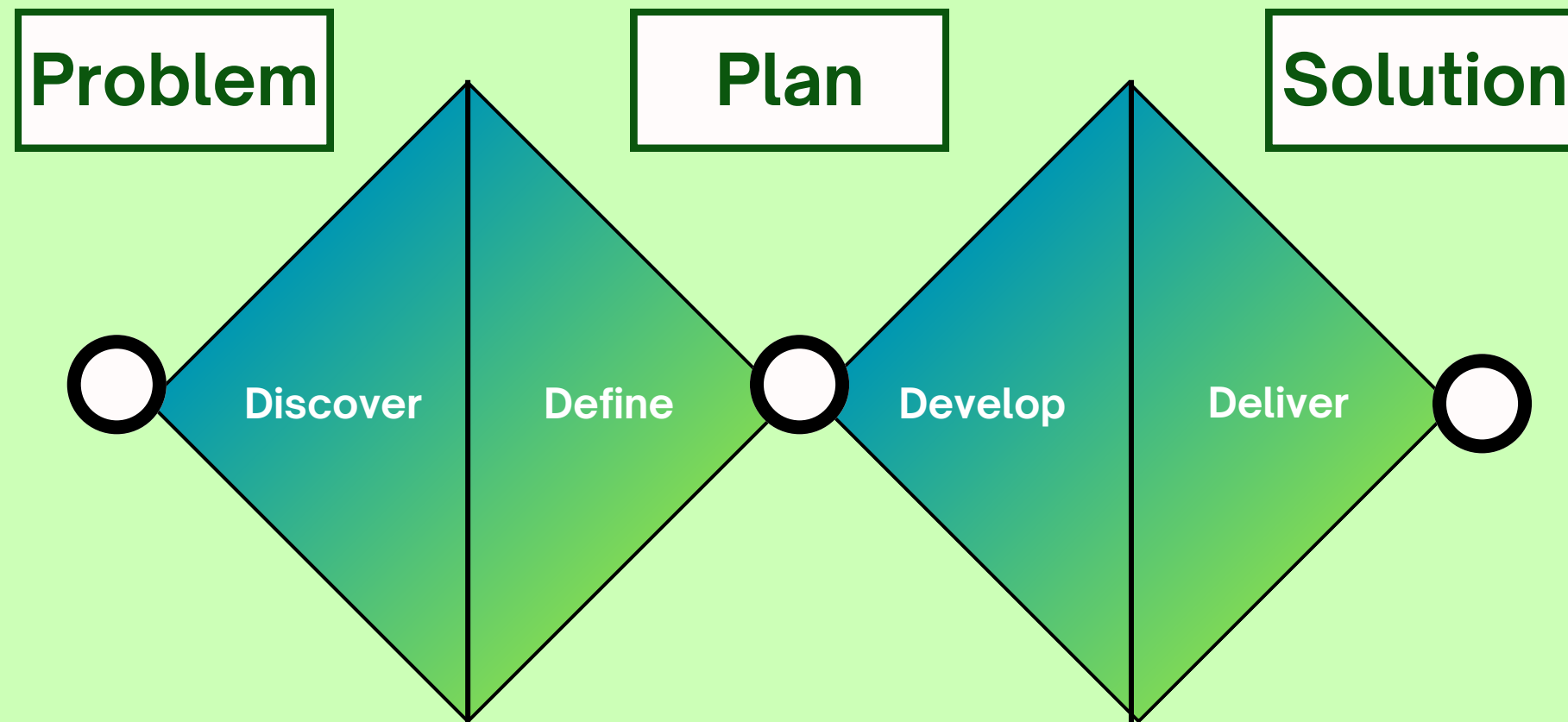
Showcase #1
Long Ladder - Idea

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Ipolytölgyes is far from cities and available public services. As such, an acceptable quality of life depends mostly on a family's income. Yet, as the village community is segregated based on wealth, the challenge is to offer community solutions instead of individual ones; solutions that are sustainable and environmentally friendly in order to retain the local population.

Community services are the most effective answers to the challenges of today and tomorrow. The Long Ladder Approach for Local Governments project is adaptive and cooperative, constantly seeking new, innovative solutions organized by local municipalities and implemented within the local community.

Vision and mission

VISION

Visioning is a process by which a community/members of organization defines the future it/they wants.
„The vision is like a lighthouse which illuminates rather than limits, giving direction, rather than destination" (James J.Mapes, Forsight First)

A mission statement is used by a community/organization to explain, in simple and concise terms, its purpose(s) for being. The statement is generally short, either a single sentence or a short paragraph.

MISSION

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MODEL/TOOL #3
CREATE VISION AND MISSION

01 HOW DO YOU IMAGINE THE IDEAL FUTURE?

02 WHY DO YOU WANT TO WORK FOR IT?

03 HOW DO YOU WANT TO MAKE IT? PROGRAMS/SERVICES/SOLUTIONS

04 WHERE DO YOU WANT TO WORK? GEOGRAPHICAL SCOPE

05 WHO DO YOU WANT TO WORK FOR? TARGET GROUPS/BENEFICIARIES

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EXERCISE #3

Think about your idea

What do you want to do for this ideal future?

QUESTION 1

Why do you want to contribute?

QUESTION 2

How do you want to achieve it?

QUESTION 3

Where?

QUESTION 4

For whom?

QUESTION 5

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Showcase #2-Long Ladder - Vision and mission

VISION

In municipalities with less than 1,800 inhabitants, municipalities rent out tools to residents as a good steward, so that rarely used tools do not have to be bought, leaving more money in people's pockets for important things. The service is included in the job description of the village manager and becomes an obligation.

The project works to achieve a cohesive community with a higher standard of living by sharing scarce resources with local community members, primarily in Ipolytölgyes. With a simple, hands-on solution, municipalities manage to improve the quality of life of their citizens in a participatory way which in turn helps citizens to regain the feeling of belonging to a supportive community.
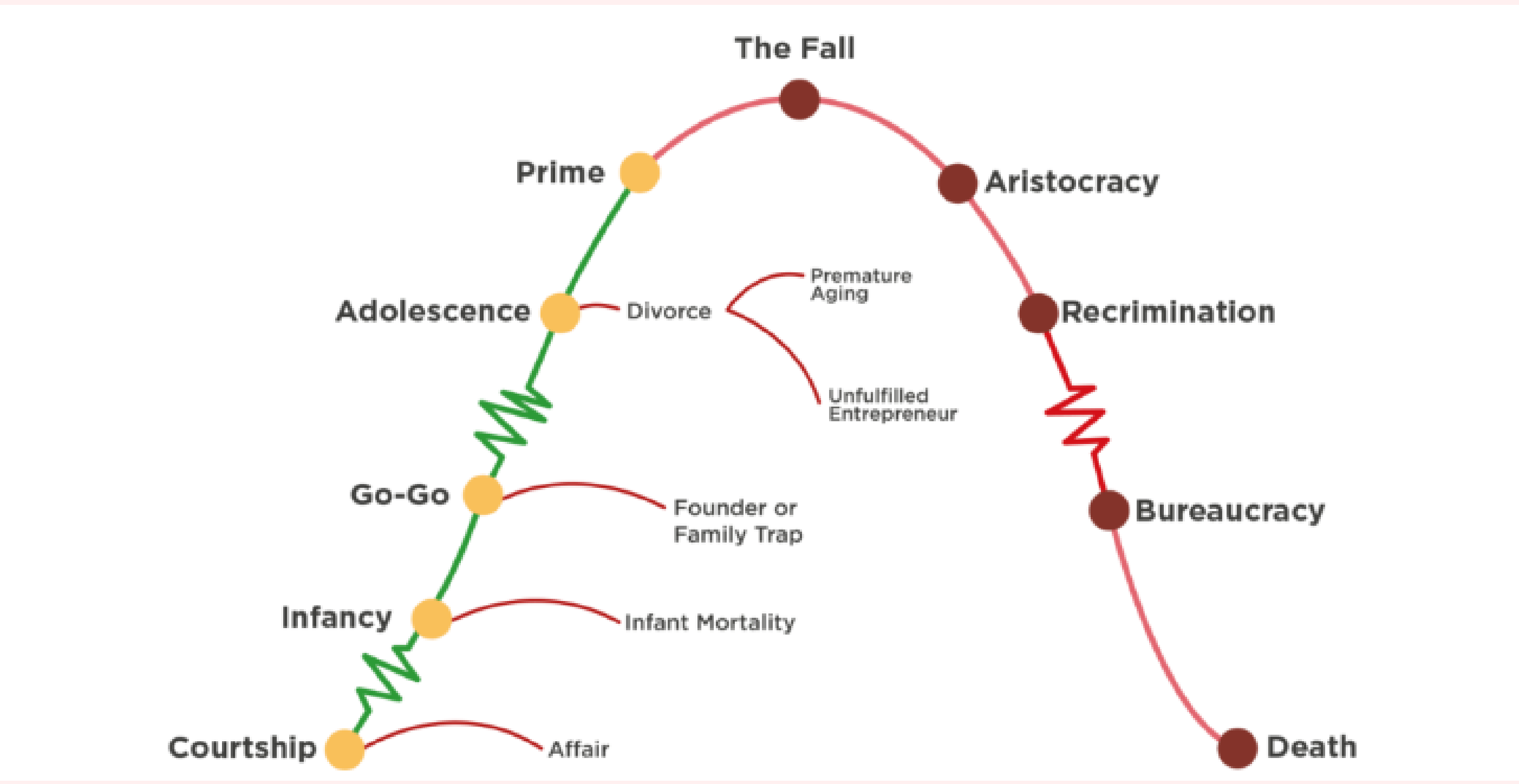
MISSION

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MODULE #3

First steps

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Model/Tool #4 Project lifecycle

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The Fall

Prime

Aristocracy

Adolescence —— Divorce

Premature Aging

Recrimination

Unfulfilled Entrepreneur

Go-Go —— Founder or Family Trap

Bureaucracy

Infancy —— Infant Mortality

Courtship —— Affair

Death

MODEL/TOOL #4
PROJECT LIFECYCLE – 10 STEPS (PART 1)

01 **COURTSHIP** –THE INITIAL PHASE IS THE DEVELOPMENT OF THE IDEA, RAISING CAPITAL, AND FORMING THE BUSINESS.

02 **INFANT** –AS THE NAME SUGGESTS, THIS PHASE IS THE START OF RUNNING PROJECTS. THE PARTICIPANTS MAY EXPERIENCE INFANT MORTALITY.

03 **GO-GO**-THINGS GET FRANTIC, PERHAPS CHAOTIC. IT MAY EXPERIENCE THE FOUNDER/FAMILY TRAP, WHERE THE PROJECT ACTIVITIES AND FAMILY LIFE COME INTO COMPETITION.

04 **ADOLESCENT**- DURING THE ADOLESCENT STAGE, THE PROJECT BEGINS TO DEFINE ITSELF AND ESTABLISH ITS PLACE. IT MAY EXPERIENCE DIVORCE, EITHER FROM PREMATURE AGING OR A DISAPPOINTED PARTICIPANTS/FOUNDERS.

05 **PRIME**-DURING ITS PRIME, THE PROJECT IS FIT, HEALTHY, AND PROFITABLE.

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MODEL/TOOL #4
PROJECT LIFECYCLE – 10 STEPS (PART 2)

06 **THE FALL–** THE PRIME PHASE ENDS AS THE PROJECT PARTICIPANTS START TO LOSE ITS KEEN EDGE.

07 **ARISTOCRATIC–**THE PROJECT REMAINS STRONG BECAUSE OF ITS SUCCESSES AND PRESENCE BUT LOSES MARKET SHARE AS IT FALLS PREY TO TECHNOLOGY CHANGES AND MARKET TRENDS.

08 **RECRIMINATION–** DOUBT, PROBLEMS, AND INTERNAL ISSUES OVER THE DECLINE CAN CAUSE THE PROJECT TO LOSE ITS PURPOSE.

09 **BUREAUCRACY–**INTERNALLY FOCUSED ON PROCESS AND PROCEDURE, THE PROJECT SEEKS AN EXIT OR DIVESTMENT

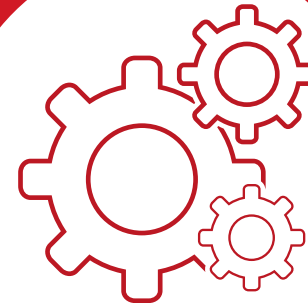**10** **DEATH–** IF THE ORGANIZATION CAN'T RENEW ITSELF, IT CLOSES, SELLS OFF, GOES BANKRUPT, OR SELLS ITS ASSETS.

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SHOWCASE #3 LONG LADDER – FIRST STEPS, MILESTONES

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Bertalan Radnai became mayor, before that engaged with foreign sharing models

Staff started to ask for tools, and sometimes some resident would borrow a ladder, wheelbarrow, etc.

The concept emerged from a demand, and the local government, albeit with reservations, approved the proposal to establish a lending shop

Showcase #4 Long Ladder – Challenges and answers

CHALLENGES

- Resistance and doubt among municipal leaders
- Some did not return the items, or it was not possible to know exactly where they were
- The mayor's energy and possibilities have become limited

- Despite the municipal decision, the mayor started the rental shop at his own risk
- They introduced a notebook where they started to keep a record of who had what tools and for how long
- Thanks to mayor's initial success, two more people have joined the team to work part-time within the lender

ANSWERS

ANSWER

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EXERCISE #4

Based on the project description, make a list on dos and don'ts

CHECKLIST, DOS AND DON'TS

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SKILL #1 SENSITIVITY TO NEEDS

A project leader must be able to base his/her idea on existing, real and confirmed needs, to continuously assess them and to adapt the idea/project accordingly.

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Model/Tool #5 Needs Assessment

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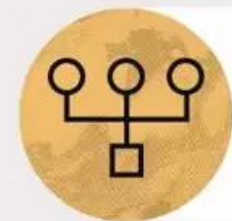## Steps for conducting a needs assessment

1. Identify your team's needs

2. Measure and allocate your resources

3. Collect internal information

4. Gather external information

5. Get feedback

6. Use your data

asana

A needs assessment is a process for determining the needs, otherwise known as "gaps," between current and desired outcomes, and helps you pinpoint how you'll accomplish your strategic goals.

NEEDS ASSESSMENT QUESTIONS

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Success rate questions
- What activities must be done to accomplish our objectives?
- What is the probability our solution is a success?
- What tasks are required to successfully solve our needs?

Performance questions
- Which KPIs are we using to measure performance?
- What does excellent performance look like?
- What does current performance look like?

Operational questions
- Which stakeholders are involved?
- Where does the need occur within the process?
- How frequently do we observe the need?

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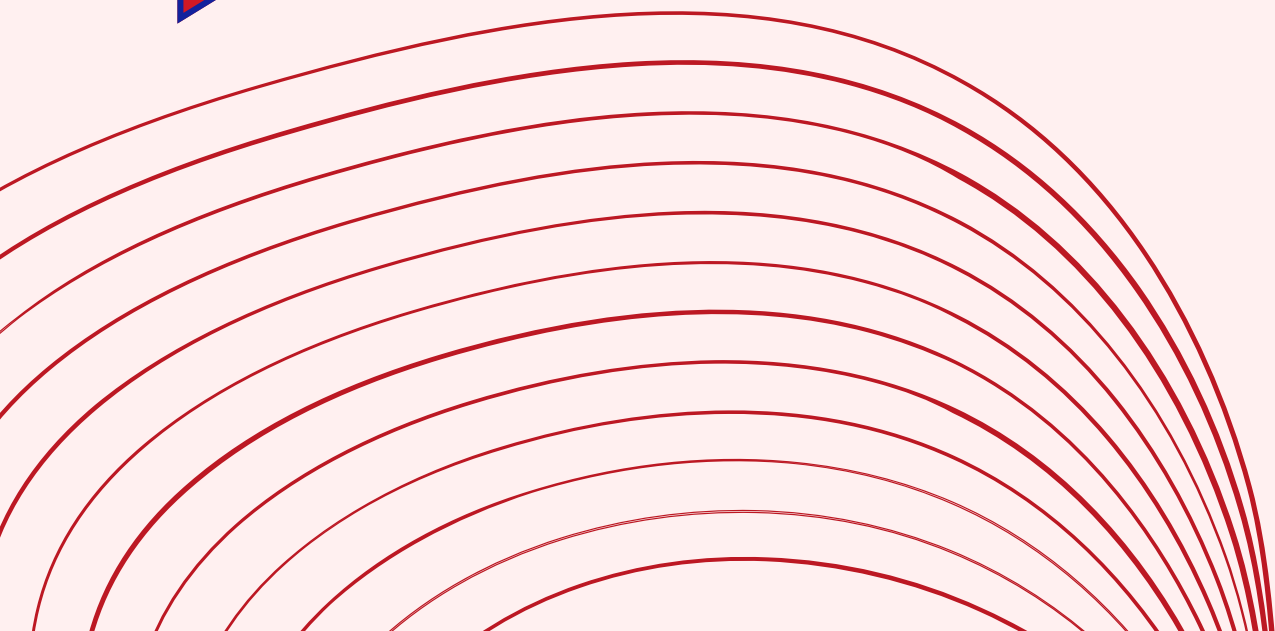
SKILL #2 NETWORKING

A project leader must be able to expand and use his or her network of contacts to ensure the success of the project. It is important that if a supportive environment is built around the project, it will be able to overcome challenges and difficulties in the long term and not face them alone.

Model/Tool #6 Networking

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Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting.

It helps a professional keep up with current events in the field and develops relationships that may boost future business or employment prospects.
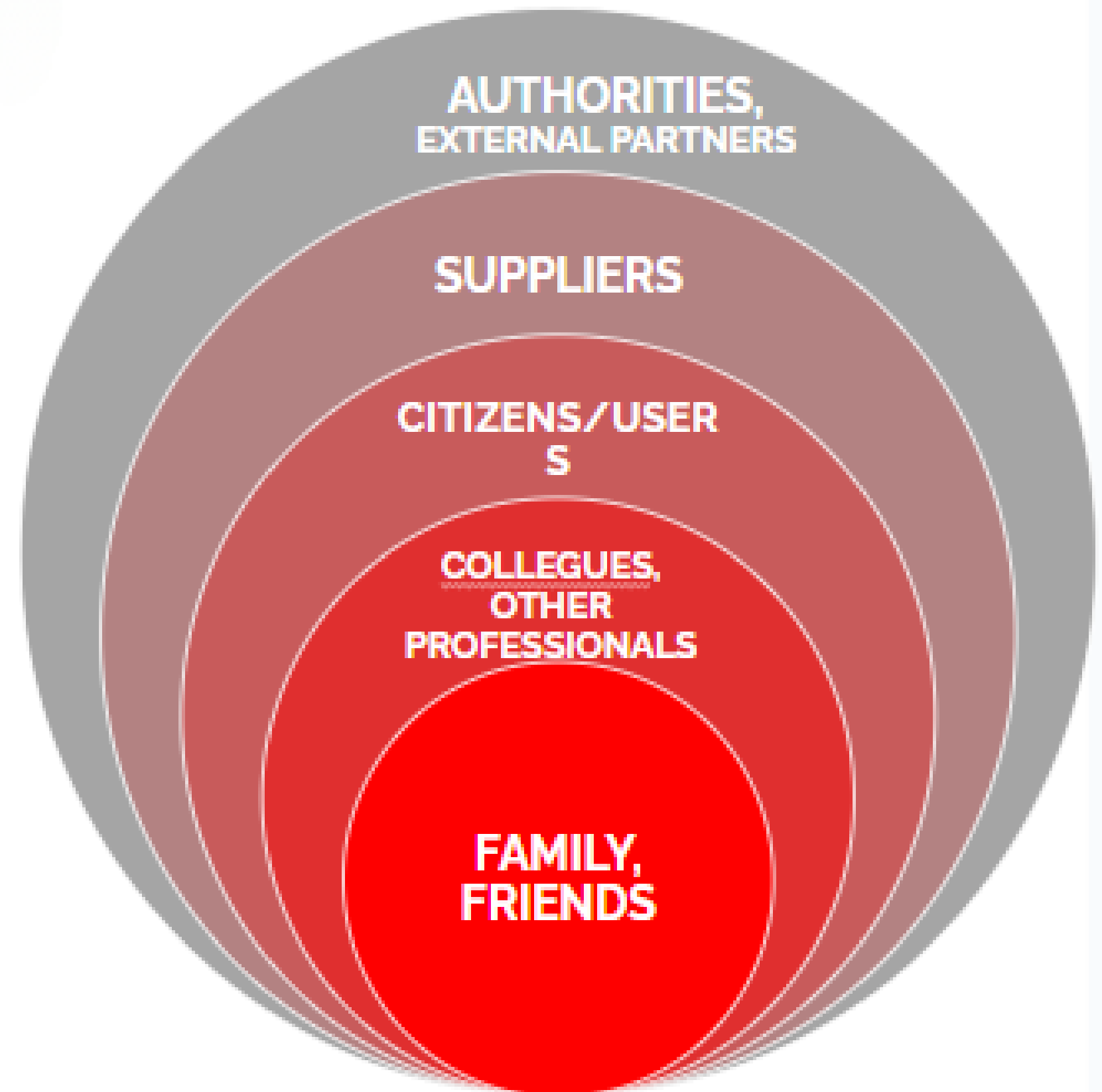
EXERCISE #5

Based on the project description, make a list on dos and don'ts

CHECKLIST, DOS AND DON'TS

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Showcase #5-Long Ladder – Neeeds Assessment and Networking

NEEDS ASSESMENT

- **The mayor and his team carried out a needs assessment among residents to find out which tools they use most often and how long they need them**
- **In addition, when a new request came in, the tool was immediately purchased by the municipality**

- **The mayor is a member of several networks, professional and official circles and groups, so he has the opportunity to spread the idea and the results of the project.**
- **In 2023, he applied for the SozialMarie Prize, where the project was awarded first prize out of hundreds of applicants**

NETWORKING

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MODULE #4

Growth and Development

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SKILL #3 COMMUNITY ORGANIZING

The leader of a municipality must be able to build social support for the idea that emerges from the needs assessment/perception.
If a group of people becomes a community, a project can be more easily and successfully implemented, because the community has core values, common operating mechanisms, and therefore it is easier to enforce rules and motivate volunteers to work on the project.

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There are four fundamental strategies available to neighborhood groups to address community problems: community organizing, advocacy, service delivery or development.

Community organizing is characterized by the mobilizing of volunteers. Staff roles are limited to helping volunteers become effective, to guiding the learning of leaders through the process, and to helping create the mechanism for the group to advocate on their own behalf.

MODEL/TOOL #7
STEPS OF COMMUNITY ORGANIZING

1. ASSESSMENT OF NEEDS AND PROBLEMS
2. LIST THE PROBLEMS
3. PRIORITIZING THE NEEDS
4. UNDERSTANDING AND SELECTION OF PROBLEM
5. REDEFINE THE PROBLEM
6. FORMULATE ACHIEVABLE OBJECTIVE
7. WORK OUT THE ALTERNATIVES
8. WORK OUT A PLAN OF ACTION
9. MOBILIZATION OF RESOURCES
10. IMPLEMENT THE PLAN OF ACTION
11. EVALUATE THE ACTION

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SKILL #4 LATERAL THINKING

A project leader must be able to find new ways, previously unknown solutions, when an idea or project is stuck.

Lateral thinking is the process of using indirect reasoning to devise a solution.

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MODEL/TOOL #8 LATERAL THINKING AND CREATIVE APPROACH

Lateral thinking is a concept that psychologist Edward de Bono proposed in 1967. This process describes a person's ability to solve problems using thoughtful solutions beyond logical and deductive reasoning.

To solve problems, people often rely on logical reasoning. Logical reasoning, which some people refer to as vertical thinking, allows people to solve problems in a direct, straightforward manner. Alternatively, lateral thinking or horizontal thinking enables people to examine things differently.

1. Gather what information you already have.
2. Consider the obvious solution or process.
3. Brainstorm additional solutions.
4. Consider how the topics connect.
5. Apply the solutions.

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MODEL/TOOL #9

Institutionalisation

Find volunteers and collegues to work with

BUILDING STAFF

Design internal communication – use social media for exeternal

COMMUNICATION

Create a budget, prising and income generation plan

FINANCIAL ISSUES

Design structure and clarify roles and responsibilities

ROLES AND RESPONSIBILITIES

Design the most improtant task and process – describe them

MINIMUM PROCESS DEVELOPMENT

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SHOWCASE #6-LONG LADDER- EARLY INSTITUTIONALISATION OF THE PROJECT

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Building staff
The mayor successfully persuaded 1-2 colleagues from both the professional and administrative sides to initially oversee the lending project as a favor.

Roles and responsibilities
As it was a simple project, there was a two-tier project organogram, i.e. everyone was directly under the mayor, but the tasks were not consciously divided, everyone did all the work phases.

Minimum process development
At this stage, the project team was more focused on the expansion of the rental shop, the purchase of tools and equipment, and less on the administration and regularity of everything, there was no awareness and description of the process, the project was somewhat idea-based and spontaneous at this stage.

Financial issues
No budget was made at this stage, as a need arose, the staff decided to buy at least 1 piece of the requested equipment and if more was needed, they would expand the equipment. A calculation was made to see which asset was more worthwhile to invest in, but no other financial calculations were made.

Communication
There is no conscious communication activity here, apart from the local media, only the mayor's immediate network is involved.

EXERCISE #6

Based on the project description, make a list on dos and don'ts

CHECKLIST, DOS AND DON'TS

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MODULE #5

Sustainability and future plans

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Definition of social impact means any significant or positive changes that solve or at least address social injustice and challenges.

Phases of SI:
- formulating the overarching social problem
- identifying resources and needs
- setting objectives and strategies
- monitoring results, analysing figures
- development and innovation

MODEL/TOOL #10 SOCIAL IMPACT

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Showcase #7-Long Ladder –Social impact and future plans

SOCIAL IMPACT

No regular impact measurement has been carried out in the project so far. Possibilities include:
- to calculate how much money per household is left in the pockets of local residents by renting assets and not buying them
- the reduction in environmental impact achieved by renting local equipment instead of making purchases in nearby cities

The future plans are:
- to launch the project in 5 additional small communities, each receiving a basic starter's package provided from a portion of the SozialMarie prize
- the village administrator in Hungary plays a crucial role in managing local affairs in settlements with less than 1800 inhabitants. The aim is to establish this project as a job obligation for professionals in this role
- IT application development will ensure the transparency and accountability of the project, which can be download by everyone
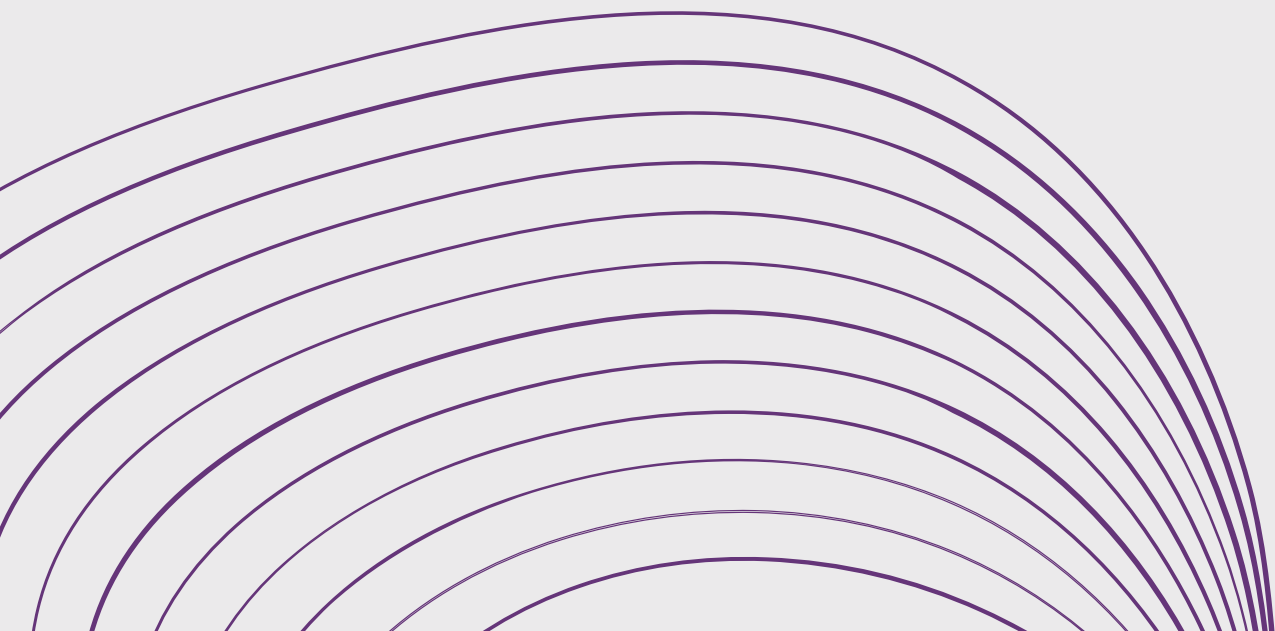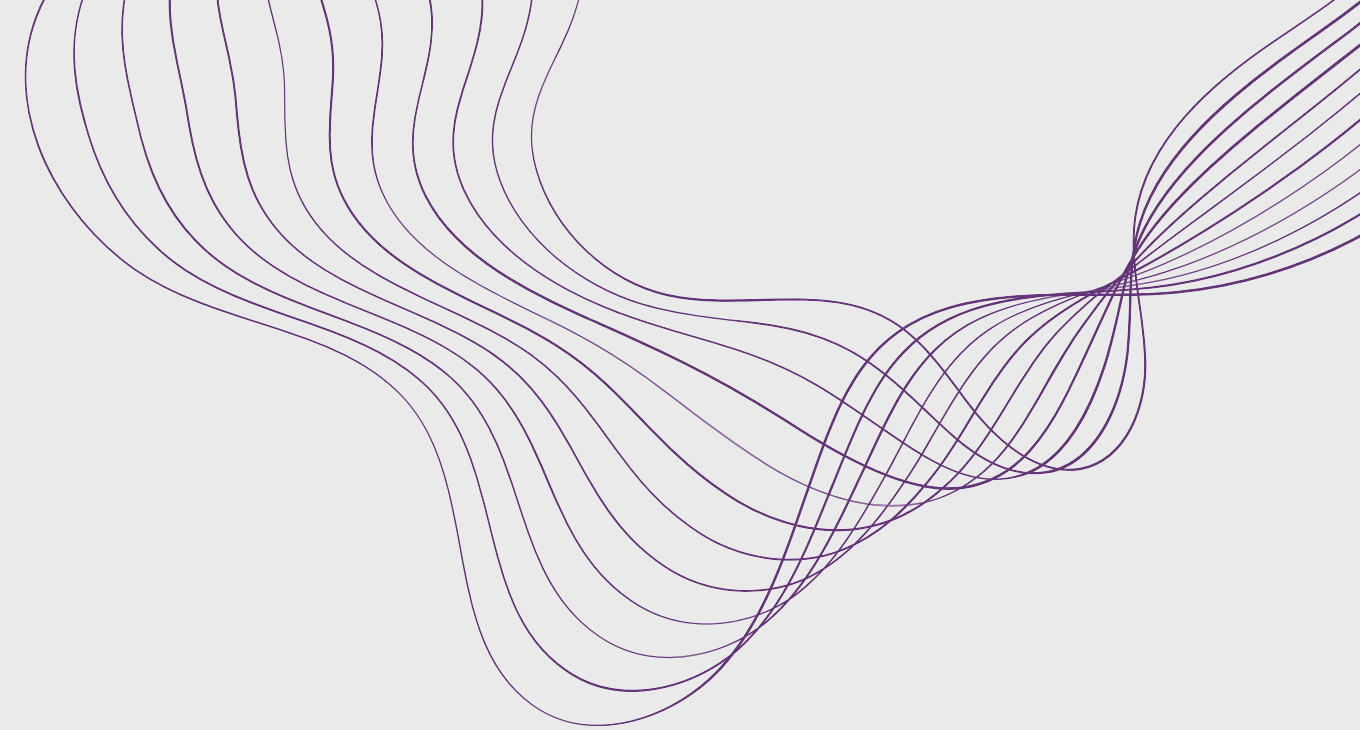
FUTURE PLANS

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SOURCES

- https://sozialmarie.org/en
- https://www.cromofoundation.org/
- https://www.viima.com/blog/social-innovation
- https://amaniinstitute.org/wp-content/uploads/2016/08/ASIF-Infographic-1.pdf
- https://www.viima.com/blog/the-complete-guide-to-idea-challenges
- https://www.sozialmarie.org/en/projects/9101
- https://www.investopedia.com/terms/m/missionstatement.asp#toc-what-is-a-mission-statement
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- https://socialimpact.com/
- A mi tankönyvünk (Bosch)

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Thank You
For Watching!

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