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UNRUHE  
PRIVAT  
STIFTUNG

# TRAINING ON SOCIAL INNOVATION

## #2.-COMMUNITY SERVICE

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Based on Community Roma Doula Service, Hungary,  
Alsózsolca

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# MODULE #1

Introducing the program and social  
innovation concept

# INTRODUCING TRIC

**Proposal:** Erasmus + Small Scale Program

**Project:** TRIC – Transferring social Innovation into Competencies

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

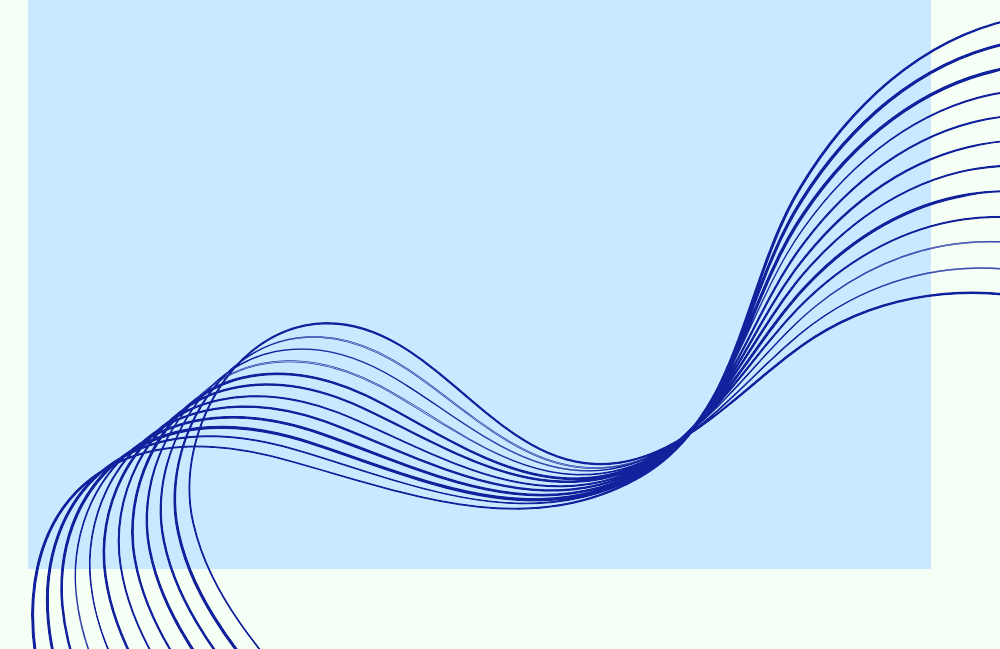
In the TRIC project, we looked for social innovation competencies by analyzing already proven and successful social initiatives.

## **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.



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# 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

The logo for Unruhe Privat Stiftung features the word "UNRUHE" in large green letters, "PRIVAT" in smaller blue letters, and "STIFTUNG" in large green letters.

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

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)

## Timeline





# INTRODUCING COMMUNITY ROMA DOULA SERVICE, ALSÓZSOLCA, HUNGARY - 3RD PRIZE 2023

**3rd Prize 2023**

**Country:**Hungary

**Region:**Borsod-Abaúj-Zemplén

**Sector:**Civil Society / Social Economy

**Fields of action:**Awareness raising, Ethnicity, Violence prevention

**Project owner:**EMMA Association

**Responsible person:**Kishonthy-Kardos Rita

## APPRECIATION OF THE JURY

Community Roma Doula Service has its strength in the peer-to-peer approach based on solidarity among women. The project's power is threefold: it empowers Roma women during their pregnancy and giving birth, gives new chances to those who act as doulas, and sheds light on the neglected problem of obstetric violence. Supporting the self-organisation of this group, it provides an effective tool against discrimination. With the strong involvement of the target group, it has the potential to create systemic change in healthcare.



# 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



# Model/Tool #1 - Social Innovation Framework

## AMANI SOCIAL INNOVATION FRAMEWORK

### 8 Steps to Creating a New Idea





# MODULE #2

Getting to the idea, vision and mission

# EXERCISE #1

Think about your idea

**What  
communities  
do you live  
in?**

**QUESTION 1**

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

**QUESTION 2**

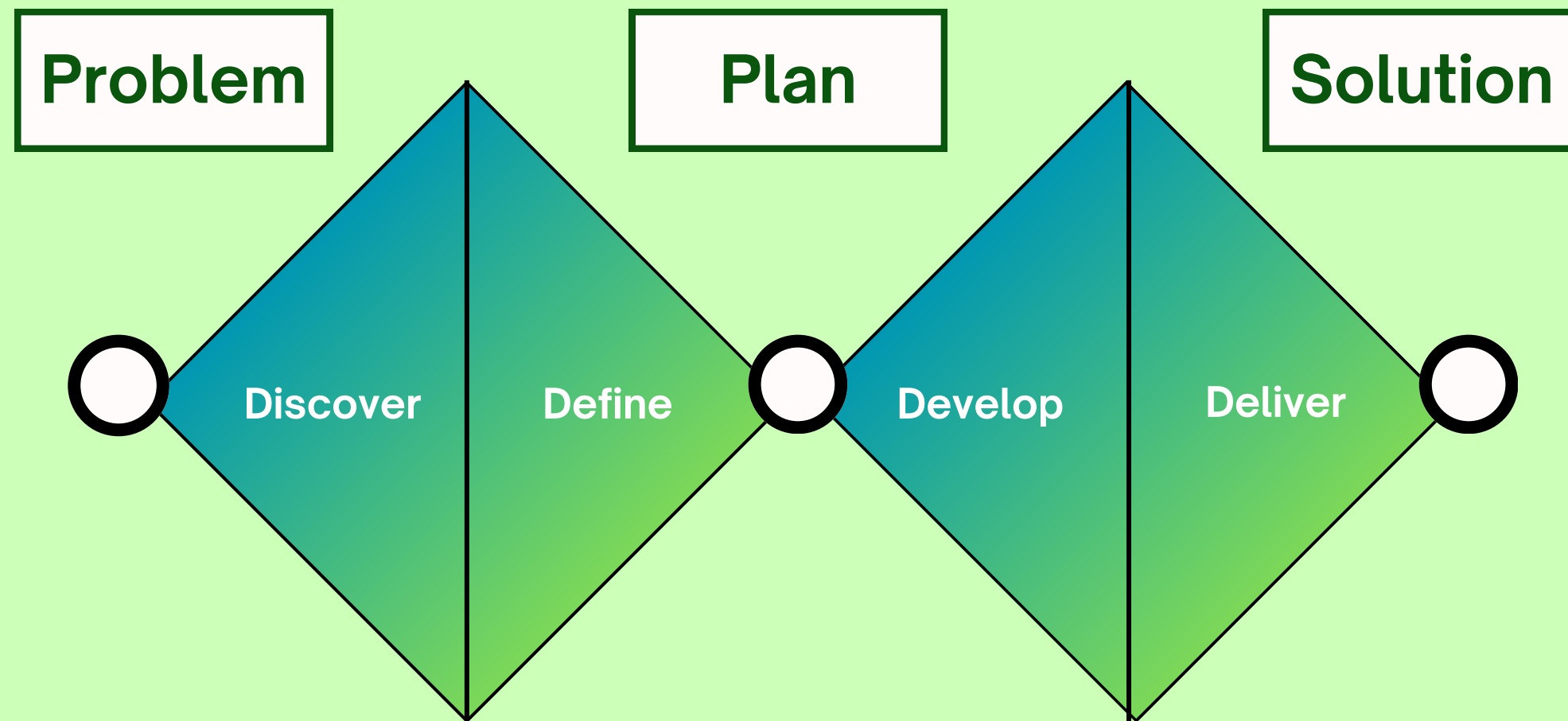
**What are your  
personal  
interest in this  
respect?**

**QUESTION 3**



# Model/Tool #2 – Idea Challenge

- What is the core problem?
- How to define it?
- Problem centric vs solution centric approach
- Generating several ideas – Brainstroming
- Choose the best – Idea Ranking





# Showcase #1 - *Community*

## *Roma Doula Service - Idea*

The logo for 'tríc' is located in the top right corner. It features the word 'tríc' in a bold, lowercase, sans-serif font. To the right of the text is a decorative graphic consisting of several thin, curved lines that sweep across the page, resembling a stylized fingerprint or a series of concentric, wavy lines.

Roma women with a disadvantaged background are more vulnerable to obstetric violence; their reproductive rights can be cumulatively violated in the absence of adequate information and training. Many pregnant women request it but cannot find someone in their environment who would accompany them in the delivery room; these women are thus left alone.

In the Community Roma Doula Service in Alsózsolca project, local Roma women take on a supportive role and accompany their fellow women in the hospital. In a particularly vulnerable stage of a woman's life, the doulas work towards ensuring that women's physical and emotional needs are met and work towards preventing discrimination against them.

# 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, Foresight 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



# 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

# Exercise #2

## *Create a vision*

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HOW DO YOU SEE THE  
IDEAL FUTURE? SHORT  
TERM? LONG TERM?

WHAT DO YOU  
WANT TO DO?

WHAT  
COMMUNITY/SOCIETY/  
NEIGHBORHOOD DO  
YOU WANT LIVE IN?

WHAT ARE YOUR  
PERSONAL INTEREST  
IN THIS RESPECT?

HOW DO YOU  
WANT TO  
CONTRIBUTE?



# 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

**For whom?**

QUESTION 5

**Where?**

QUESTION 4

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# Showcase #2-Community Roma Doula Service- Vision and mission

## VISION

**The project aims to establish similar community doula services in other regions of Hungary. Initially, discussions in Roma women's communities are to be arranged to inform about the programme. These are based on the needs and specialities identified and could be expanded elsewhere.**

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## MISSION

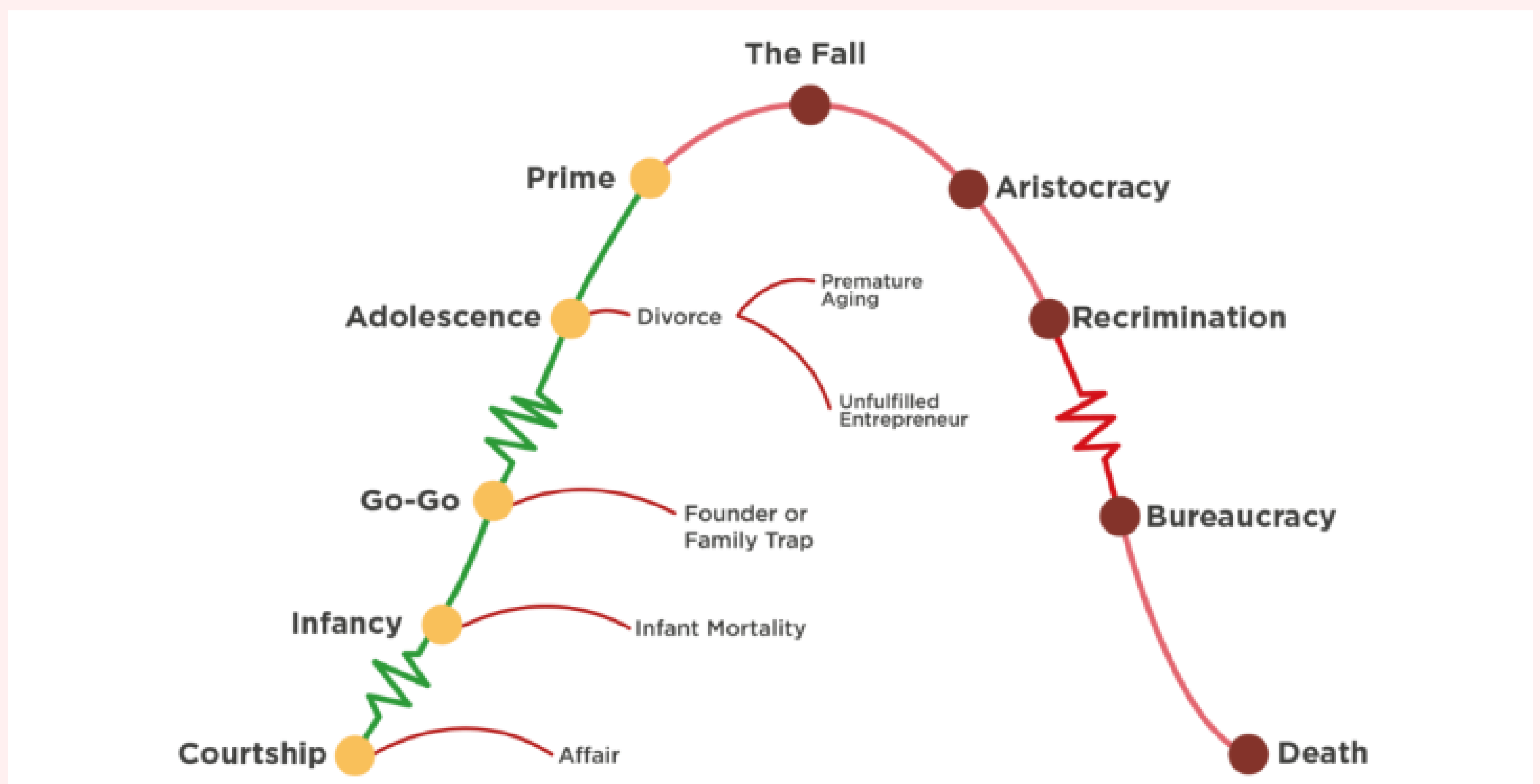
**Community Roma Doula Service has its strength in the peer-to-peer approach based on solidarity among women. The project's power is threefold: it empowers Roma women during their pregnancy and giving birth, gives new chances to those who act as doulas, and sheds light on the neglected problem of obstetric violence. Supporting the self-organisation of this group, it provides an effective tool against discrimination. With the strong involvement of the target group, it has the potential to create systemic change in healthcare. Women who get involved become more aware of their own bodies, their rights, less discriminated against by the system, more sensitive to their situation in relation to Roma pregnancy**



# MODULE #3

First steps

# Model/Tool #4 Project lifecycle



# 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.

# 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.



# *SHOWCASE #3 ROMA DOULA* – **tríc**

## *FIRST STEPS, MILESTONES*

01

EARLY PROJECT INITIATIVES TO START THE PROJECT IN ALSÓZSOLCA

02

IT IS BASED ON PREVIOUS MOTHER'S CLUB EXPERIENCES

03

THE PROJECT MANAGER IS ASKED BY ONE OF THE LOCAL WOMEN TO BE HER DOULA

04

MANY WERE PREGNANT FOR THE FIRST TIME AND THIS COMMON LIVING SITUATION CREATED THE COMMUNITY

05

REGINA FOUNDATION TRIED TO GET FUNDING FROM THE DUTCH EMBASSY

06

A FINANCIAL RESOURCE WAS RELEASED AT THE EMMA ASSOCIATION, AND THAT'S HOW THE PROJECT STARTED

# Showcase #4 Roma Doula Challenges and answers

## CHALLENGES

COVID 19-the first training is canceled due to the epidemic

Husbands were initially reluctant to let their wives go

Traditional Roma and non-Roma opposition in Hungarian society

## ANSWERS

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- the training took place in August, providing the organisation with more time for preparation.
- the fast-paced mask sewing and other activities helping the cause brought the community together, drawing in more participants
- these helping actions (donation of cleaning products) meant even greater awareness for the project participants in the local community
- women started involving their husbands, for instance, in transportation and various tasks, leading to greater acceptance of wives attending weddings and other events. Convincing husbands through peer influence from other men proves to be more effective in endorsing the project.
- they trained together, worked together and accepted each other, from the beginning of the idea it was clear that not only Roma women could become doulas
- the long, patient conflict management with the local hospital in order to gain acceptance- not yet in full partnership, rather tolerating them, still they see the benefits of being able to mediate between Roma women and staff, also Hospital can mention the cooperation in their Family Friendly Hospital Award application

# EXERCISE #4

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

# CHECKLIST, DOS AND DON'TS

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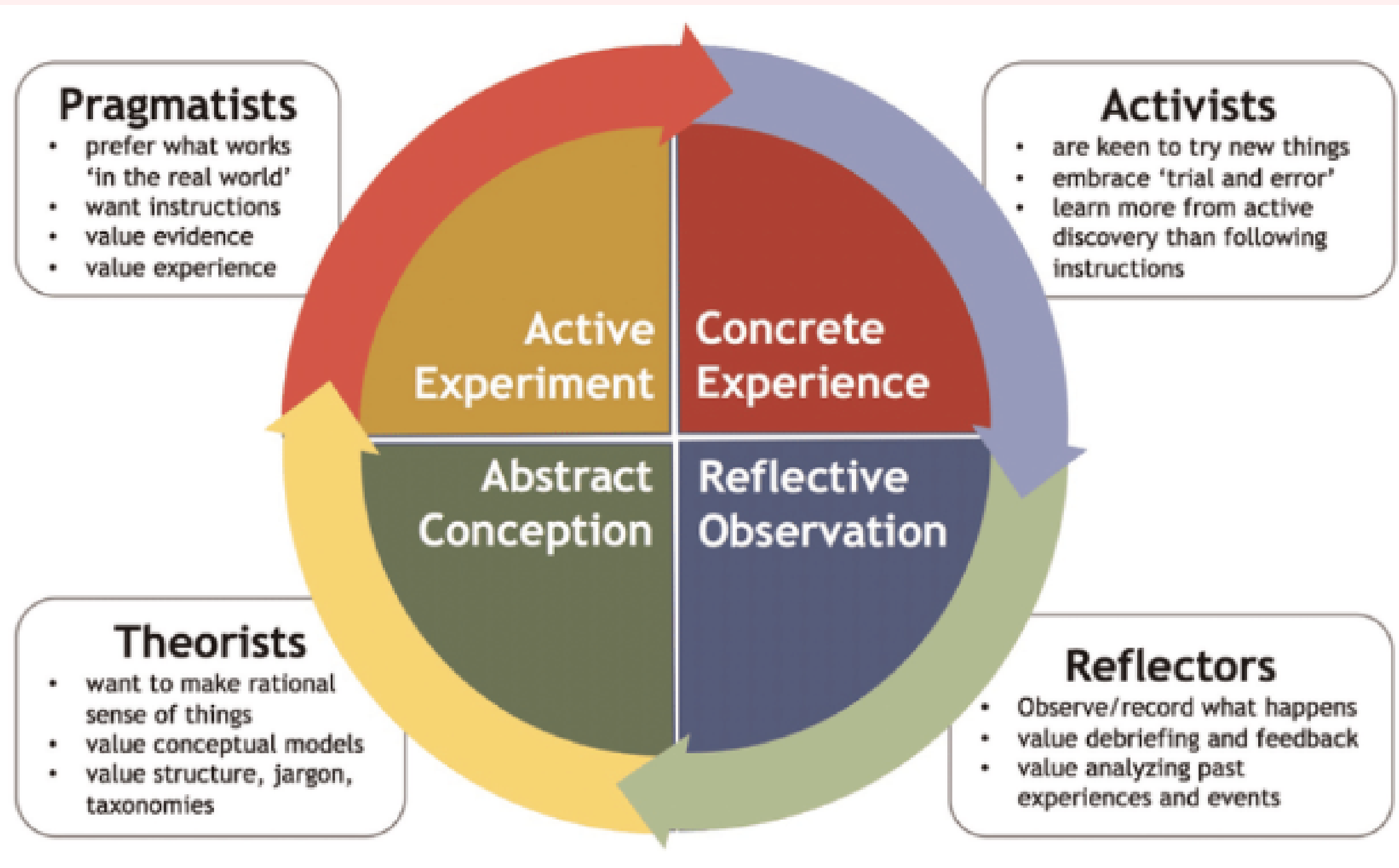
# **SKILL #1 OPENNESS TO PERSONAL DEVELOPMENT AND LEARNING**

Continuous learning and openness to development are essential for both the project leader and participants.



# Model/Tool #5 Learning Styles

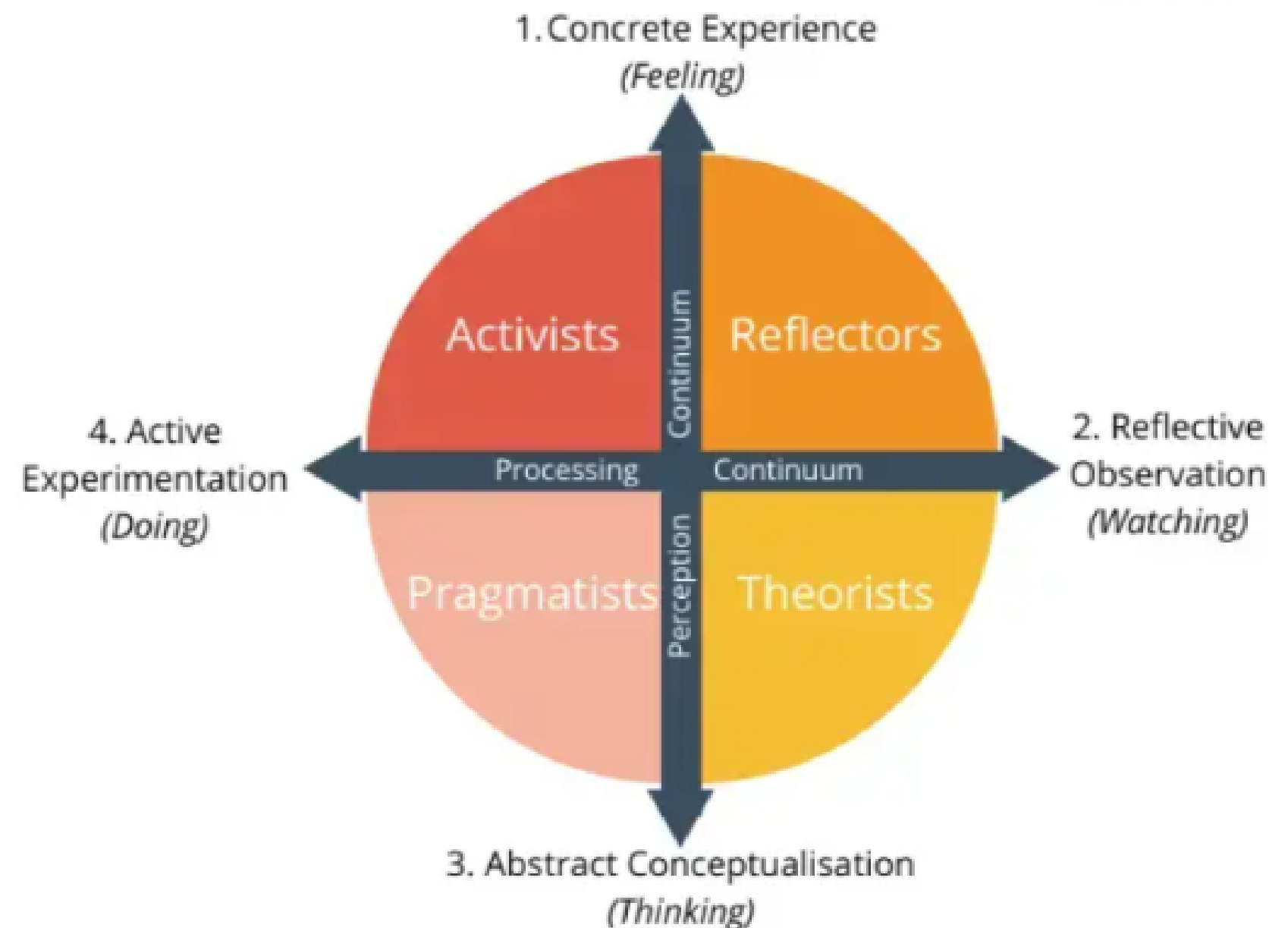
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- It is a model of learning theories developed by researchers Peter Honey and Alan Mumford who identified four distinct learning styles: Activist, Theorist; Pragmatist and Reflector.
- The Honey and Mumford learning styles are four distinct styles of learning. The theory states that each one of us will prefer to learn using one, or at most two, of these different learning styles.

# HOW TO PLAN A PROPER TRAINING PROGRAM?

- In order to learn a new skill, one must go through all 4 phases.
- The question is, where is it convenient for him/her to enter the learning cycle?
- For this, it is important to conduct a survey and plan the participants' training program based on its results.



# SKILL #2 CONFLICT MANAGEMENT

The project manager must be aware of the types of conflicts and their resolution methods, colorful and situational conflict management techniques must be used.

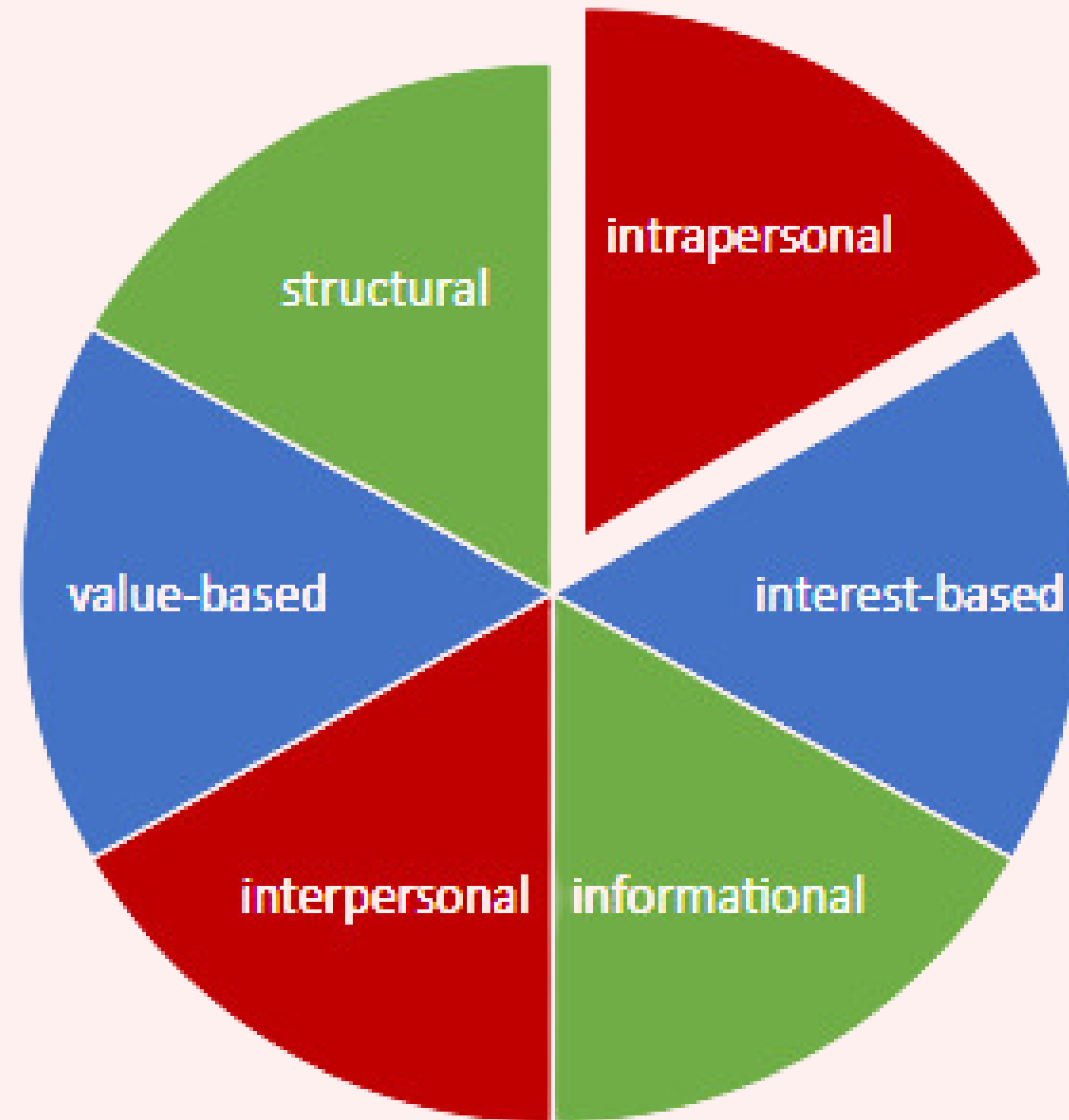




# Model/Tool #6 - Types of Conflicts

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Management literature knows many models of conflict types. We present our own here, which was developed by the head of Victum Training and consulting, Ildiko Simon.





# Model/Tool #6 Conflict management



Because no two individuals have the same expectations and desires, conflict is a natural part of our interactions with others. The Thomas-Killmann conflict management system helps to resolve these situations.

# EXERCISE #5

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

# CHECKLIST, DOS AND DON'TS

**tr>c**

# Showcase #5 Roma Doula- Openness to training and conflict management

## TRAINING

- The volunteer helpers received a complex training not only related to the work of the doula, but also in soft skills areas
- To approach every situation based on women's solidarity, they, as mothers and women, share personal stories, navigate challenges, and discuss experiences in motherhood. This fosters a greater awareness that there is no difference between them.

**tríc**

## CONFLICT MANAGEMENT

- The project leaders effectively resolved conflicts with both the doulas' husbands and, to varying degrees of success, with the staff at the county hospital, who held numerous prejudices toward the initiative.
- Approach the hospital based on interest, not values
- Involve men in persuading men who are already committed - they are more likely to accept a male opinion
- There are some conflicts among doulas, and when a situation favors someone, the group employs mediation. Personal conflicts may arise, but the team's collective interest takes precedence, it is more important to be a community than individual interest: group interest vs. individual interest



# MODULE #4

Growth and Development





# SKILL #3 CO-CREATION

The project leader needs to unify individuals into a team, handle shared goals, and address challenges collaboratively using various techniques. Additionally, fostering creativity and group cohesion is essential through the application of creative techniques within the team.



# Model/Tool #7 Art of Hosting

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The Art of Hosting is a highly effective way of harnessing the collective wisdom and self-organizing capacity of groups of any size.

Groups and organizations using the Art of Hosting as a working practice report better decision-making, more efficient and effective capacity building and greater ability to quickly respond to opportunity, challenge and change.



# MODEL/TOOL #7

## TOOLS IN ART OF HOSTING

1. THE CIRCLE WAY
2. THE WORLD CAFÉ
3. OPEN SPACE
4. APPRECIATIVE INQUIRY
5. COLLECTIVE MIND MAPPING

# MODEL/TOOL #8

Institutionalisation

**Find volunteers  
and colleagues to  
work with**

**BUILDING STAFF**

**Design internal  
communication –  
use social media  
for external**

**COMMUNICATION**

**Create a budget,  
pricing and  
income  
generation plan**

**FINANCIAL ISSUES**

**Design structure  
and clarify roles  
and  
responsibilities**

**ROLES AND  
RESPONSIBILITIES**

**Design the most  
important task  
and process –  
describe them**

**MINIMUM PROCESS  
DEVELOPMENT**



# SHOWCASE #6-ROMA DOULA-EARLY INSTITUTIONALISATION OF THE PROJECT



## **Building staff**

In this project, pregnancy and common women's issues provided the basis for the formation of the team. After the training, mentoring started with quarterly conferences, joint learning, and collaborative programs. This approach brought everyone together, especially after each person had experienced being a doula at least once.

## **Roles and responsibilities**

The roles were clear from the beginning, although there was a need for someone to consistently manage the media, as the project faced biased communication from mainstream media.

## **Minimum process development**

In the beginning, the professional processes were described, but as with most civic initiatives, in the case of social innovation, the organizational processes and management areas are almost completely absent or rather contingent. What is the doula process, what are the steps of the accompaniment, how many times to meet the women, the mentor, after birth, during birth, follow-up, code of conduct are now to be written.

## **Financial issues**

The project was started with minimal available funds, and subsequent successful applications followed. There was an idea to charge a fee for the doula service from women who could afford it, though this was more of a contingency than a planned step.

## **Communication**

Numerous articles were published about the initiative, given the sensitivity of childbirth and Roma topics in the Hungarian media. The project engaged in reactive rather than proactive communication. While there is a communication plan in place, a strategy is yet to be developed to solidify their narrative. It's crucial to clarify their stance and be prepared to react when topics related to Roma women arise. #mindennoszamit(#everywomancountry) , Youtube channel: „Hoztam e világra”

# EXERCISE #6

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

# CHECKLIST, DOS AND DON'TS

**tr>c**



# MODULE #5

Sustainability and future plans

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

Phases of SI:

- 1.formulating the overarching social problem
- 2.identifying resources and needs
- 3.setting objectives and strategies
- 4.monitoring results, analysing figures
- 5.development and innovation

## **MODEL/TOOL #9**

# **SOCIAL IMPACT**



# Showcase #7 - Roma Doula – Social impact and future plans

**No regular impact measurement has been carried out in the project so far.**

**Possibilities include:**

- [https://www.youtube.com/results?search\\_query=hoztam+e+vil%C3%A1gra](https://www.youtube.com/results?search_query=hoztam+e+vil%C3%A1gra)
- There should be Roma women's stories on this channel soon, reflecting the Roma's percentage in the population (10%). All doulas should have videos, and with 186 videos in total on the channel, there should be around 18-20 stories from Roma women.
- Start #mindennoszamit (#everywomancounts): people who read our posts should realize that this affects them too, it's not just an isolated Roma woman's problem, uploading short videos of Roma and non-Roma women talking to each other.
- Creating a Community Mentor Network, organising trainings.
- Going national: Roma women's health and reproductive health should be an issue within 2 years in one more municipality.
- On the revenue side, in Budapest or larger cities, there might be a demand for women to pay for adopting a Roma doula action (at a low cost). This income could support disadvantaged women in giving birth.
- Funds should be collected in the Buda Perinatal Centre, 50 000 HUF of each service should be transferred to disadvantaged women
- Promotions of the program in gynecological surgeries

# EXERCISE #7 – ACTION PLAN

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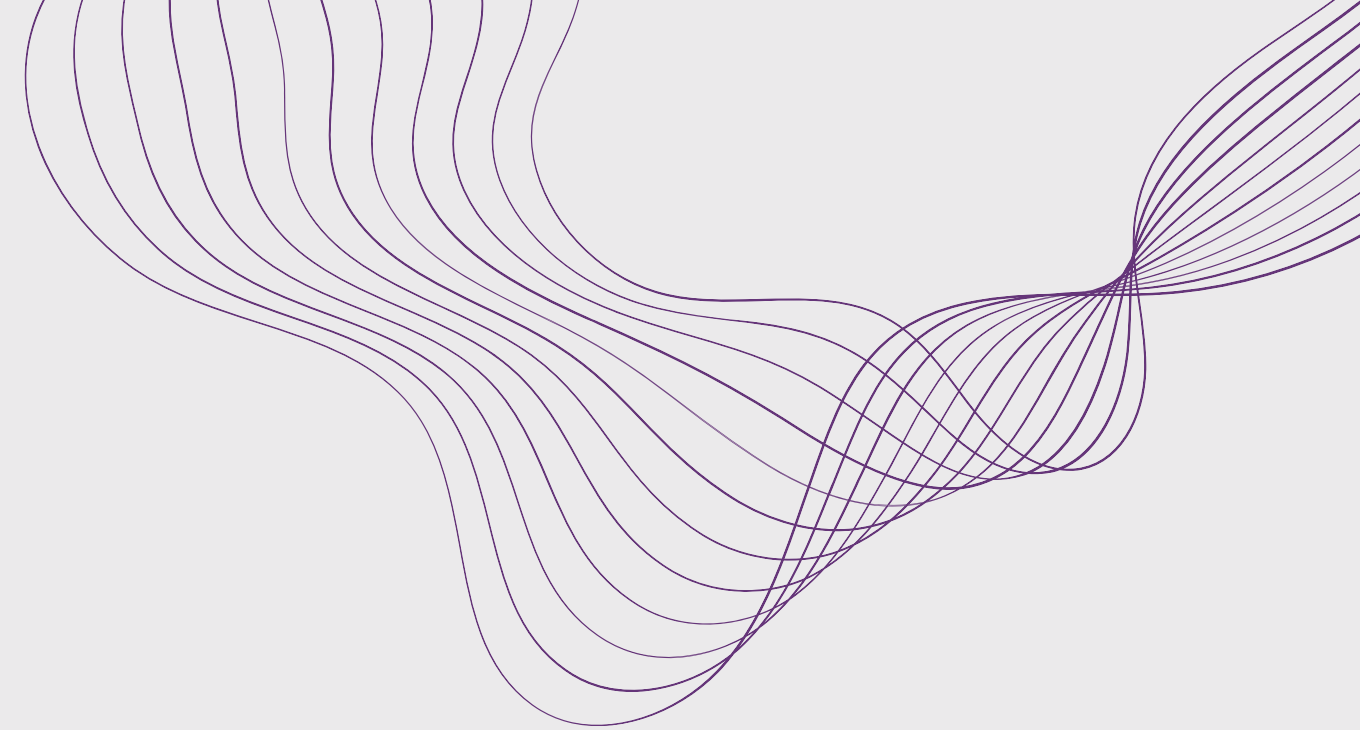
**If you were a decision  
maker how would you  
start?**



**As citizen what  
can you do?**

# 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/8995>
- <https://www.investopedia.com/terms/m/missionstatement.asp#toc-what-is-a-mission-statement>
- <https://www.adizes.com/organizational-lifecycle>
- [Honey and Mumford Model](#)
- <https://www.victumconsulting.com/>
- <https://kilmanndiagnostics.com/overview-thomas-kilman-conflict-mode-instrument-tki/>
- <https://www.mtdtraining.com/blog/thomas-kilman-conflict-management-model.htm>
- <https://artofhosting.org/>
- <https://artofhosting.org/what-is-aoh/methods/>
- <https://socialimpact.com/>



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**Thank You  
For Watching!**



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