



SozialMarie

PRIZE *for* SOCIAL INNOVATION

20
23



“Social innovation designs solutions to urgent societal challenges. It provides space for new approaches, innovative answers, and identifying new paths. It responds to emerging social issues or solves problems in our world through new approaches. These actions can come directly from communities. However, in all cases, decisions and actions must be supported and shaped together with the community. Social innovation creates sustainable, exemplary solutions to inspire actions for change.”

**Definition of Social Innovation
Unruhe Privatstiftung**

Dear readers,



I have great news to start with: this year, finally, after three years of online events, we can celebrate together on May 1 at our award ceremony! It is wonderful to be able to once again meet all the people interested in SozialMarie and hand over the prizes in person to this year's winning projects.

Our 19th award ceremony is exciting in many ways. This year we have not only invited our nominees, but also all the winning projects from the past three years. We hope, that with this opportunity for interpersonal exchange, we can strengthen our international social innovation community.

This project year is also special because we have extended our work to a new country, Slovenia. On this note, I would like to give a warm welcome to Slovenia and our new, local, country-team. Welcome to SozialMarie! This means that my 20-year goal of expanding the catchment area of SozialMarie to six countries (Austria, Hungary, Czech Republic, Slovakia, Croatia and Slovenia) has already been achieved. This is not all, 2022 had even more to offer!

In February, we launched TRIC, a joint project with the Cromo Foundation (Hungary), made possible by the Erasmus+ programme, co-funded by the European Union. The project's mission is to identify and transfer social innovation skills. We at SozialMarie, together with our winners and nominees, are defining crucial competencies in successful social innovations. The Cromo Foundation is transferring these insights into learning materials, which will be tested in hybrid courses in the upcoming year. We are thrilled about this exciting cooperation.

In the autumn, I was honoured to receive the title "Founder of the Year" from the Austrian Foundation Association. Many thanks to the

jury of this association for recognising our work in the field of social innovation! SozialMarie has noticeably contributed a great deal to the fact that the concept of social innovation has reached mainstream society.

While I am very proud of all we have achieved so far, this is no reason to become complacent. The upcoming 20th anniversary of our organisation is an excellent opportunity to not only look back on what we have successfully established, but also to take a glance at the future. What do socially innovative projects need in order to flourish in times of crises? What could help new initiatives emerge? While we aim to continue our work as a facilitator for exchange in the field of social innovation, we will also have to adjust to the rapidly changing environment. In close cooperation with our winning projects from past decades, we should sharpen our goals and our role in the social innovation sector. We will continue to work on this mission in the upcoming years and further develop the activities of SozialMarie.

With best regards and all the best to you,

Wanda Moser-Heindl

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About us



Friedrich Moser & Wanda Moser-Heindl

Unruhe Privatstiftung (Unruhe Private Foundation) is distinguished by its support and advancement of the arts, science, research, and innovation. The foundation is the sponsor of SozialMarie – Prize for Social Innovation and was founded by Wanda Moser-Heindl and Friedrich Moser in 2000. Unruhe Privatstiftung is a founding member of Sinnstifter, an Austrian association for community social project development.

SozialMarie is a prize for social innovation awarded to 15 outstanding projects every year. With its first call for applications in 2004 and prize award in 2005, SozialMarie is the oldest prize for social innovation in Europe. Beyond its financial recognition and support, SozialMarie is, above all, a public stage for projects that provide innovative answers to societal challenges based on new approaches. SozialMarie supports its network of outstanding projects while driving forward dialogue on social innovation.

The SozialMarie Criteria for Social Innovation focus on engaging diverse communities and stakeholders, project impact, idea novelty, effective implementation and best practice example to other projects for social change. SozialMarie awards successfully implemented projects and is a premium seal of quality for effective social innovation.

Annually on May 1, the SozialMarie expert jury honours 15 outstanding projects with a total of €54,000. The top three prizes awarded are respectively, €15,000, €10,000 and €5,000; the following twelve prizes are each awarded €2,000.

The SozialMarie – Prize for Social Innovation initially awarded projects in Austria and international regions within a 300 km radius of Vienna. Since 2000, SozialMarie has further expanded by establish-



ing local teams of jurors, coordinators and evaluators and recognises projects based in Hungary, the Czech Republic, Slovakia, and Croatia. 2023 saw the first year in which Slovenia participated in the application and selection process with its own local team.

Each year, SozialMarie partners with active patrons who mentor a project of their choosing from the award-winning or nominated projects for a period of one year. The patrons provide professional, financial, or public support for their selected project. SozialMarie has developed into more than just an award over the years. With an engaged and growing international network of jury members, country coordinators, active patrons, and local evaluators, it has become an important player in the social innovation ecosystem in Central and Eastern Europe. It brings together winning projects and nominees from previous years in various online and offline events and provides possibilities for innovative organisations in the non-profit, private and public sector to strengthen international bonds and start new co-operative ventures.

Expert Jury



Elisabeth Hammer
neunerhaus, Vienna



Veronika Č. Janýrová
The Vienna Institute for International
Economic Studies (wiiw)



Katalin Teller
ELTE Institute for Art Theory and
Media Studies, Budapest



Tanja Tamše
Center of Space Technologies
Herman Potočnik Noordung, Vitanje



Ana Jeinić
Institute of Architectural Theory,
Arts and Cultural Studies,
Graz University of Technology



Miroslav Kocúr
Academic Dean at Schooltogo,
Bratislava



JURY COORDINATOR
Petra Radeschnig
Business economist, organisational
consultant, trainer and coach

Social Innovation Ecosystems: A Dialogue with Tanja Tamše

Tanja Tamše is currently project manager at the Center of Space Technologies Herman Potočnik Noordung where she is in charge of EU projects mainly on the topic of social innovation. Since 2023 she is member of the SozialMarie expert jury.

Jose Antonio Morales is the founder of Aurora Coworking in Slovenia, a founding member of ACN. coop, and the author of Fear Enough, Deconstructing Fear and Understanding Failure.

In 2023 Slovenia has become a new SozialMarie “member state”. Jose Antonio Morales has asked SozialMarie’s new jury member, Tanja Tamše about her assessment of the Social Innovation Ecosystem in Central and Eastern Europe with special focus on Slovenia.

JAM *Tanja, now that you are part of SozialMarie’s expert jury, could you share a bit about your background?*

TT I am a mother of two and a social intrapreneur with extensive entrepreneurial experience spanning several countries and industries. I have successfully established and managed companies, spearheaded local initiatives, and cooperated on high-impact projects, like the EXPO 2010 in Shanghai. Beyond my experiences in business, I have made contributions to the field of ecology in Africa, where I incorporated a local company in Tanzania collecting electronic waste. Since relocating to Slovenia six years ago, I have worked on various social innovation projects contributed to developing a new social innovation strategy for the Alpine Space region. My current focus is spearheading projects and initiatives fostering solidarity, co-creation, connection, cooperation, and sustainability.

JAM *What can you tell us about social innovation ecosystems?*

TT I believe social innovation ecosystems bring together diverse stakeholders, including social entrepreneurs, policymakers, investors, academia, and community organisations, to collaborate and co-create innovative solutions to address social challenges. I am a big fan of radical collaboration, and it is needed in this process of creating social innovation ecosystems on national as well as transnational levels. I am part of a project, which has extensively mapped the social innovation ecosystem in Slovenia, organizing networking events and capacity-building programmes. We have observed that our government has provided some support mechanisms to aid in the development of social economy actors. However, while the social innovation ecosystem certainly exists, it is unclear whether all stakeholders and actors are aware of their roles within it. We recognize that this is a gradual process and remain committed to identifying opportunities and supporting all involved parties in this work.

JAM *What can we do to improve the cooperation between the different ecosystem players? My observations tend to identify a level of disconnection between social innovators and social entrepreneurs.*

TT Yes, there can be a disconnection between social entrepreneurs and social innovators from the public and private sectors, regardless

of whether they operate as for-profit or not-for-profit organisations. This disconnection usually arises due to a lack of understanding of each other's goals, methods, and priorities and differences in available resources (this is most often the case).

To support social entrepreneurs and social innovators on these two levels to collaborate, we should start with an increase in cross-sectoral dialogue and collaboration, which can be facilitated through conferences, workshops, and networking opportunities to allow social innovators and policymakers to exchange ideas, learn from each other, and identify areas of shared interest. We are currently organizing this kind of event in our local municipality of Celje in Slovenia. I have high hopes that the conference will bring positive results to our local community. Our current project, Consolid8 focuses on support for partnerships and collaborations between social entrepreneurs and innovators from different sectors. I also strongly believe in policymakers' power and role in facilitating collaboration between social entrepreneurs and social innovators from different sectors.

JAM *How do you see the Slovenian ecosystem for social innovation progressing?*

TT Slovenia has a relatively small but growing social innovation ecosystem, in which social entrepreneurs play a central role. Our country has a rich history of cooperatives and community-based initiatives, which provide a strong foundation for social innovation. In recent years, there has been an increase in the number of social enterprises, social impact organisations, supporting institutions, and national funding instruments designed to strengthen the ecosystem. In addition to social entrepreneurship, there is an increasing interest in social innovation in the public and private sectors. The government has launched several initiatives to promote social innovation, including establishing a competence center for social innovation, a digital social innovation hub, and others.

As for potential, there is a significant opportunity for social innovation in Slovenia in sustainable development, social inclusion, and digital transformation. Slovenia's highly educated and skilled population could help drive innovation in these areas. SozialMarie is new to Slovenia and is still finding its role. The local team will try to include SozialMarie in the existing ecosystem and bring added value to the social innovators in Slovenia by supporting them and presenting their ideas across the CEE region.

JAM *Can you identify any particular trend in social innovation in the CEE region?*

TT Indeed, several important social innovation trends exist in the CEE region. Social enterprises are seen as a way to address social and environmental challenges while promoting economic development. There is a growing focus on using technology to address social and environmental challenges and improve social service delivery. We can observe also an increased awareness of the importance of sustainable development, particularly in areas such as renewable energy, circular economy, and sustainable agriculture. We could also see recognition of the importance of social inclusion the applications for a SozialMarie prize, particularly concerning vulnerable and marginalised groups such as refugees, migrants, Roma, and people with disabilities. Developing solutions to address social exclusion and promote social cohesion continues to be an important trend among social innovators.

JAM *If you had binoculars that let you see the future of social innovation in the CEE region, what would you like to see?*

TT I see social innovators in the CEE region working to address various social and environmental challenges, focusing on creating sustainable, inclusive, and resilient societies. I see radical collaboration methods, practices, and new value systems that promote systemic vision and transversality, adaptability, agility, the right to experiment, accessibility, empowerment, cooperation, reciprocity, complementarity, responsibility, and collective action between multiple actors.

Patrons 2023

Inspiring personalities from Austria, Croatia, the Czech Republic, Hungary, Slovakia and Slovenia serve as patrons of an award-winning or nominated project of their choice every year. The patrons guide and support the projects over the following year.



Barbara van Melle Austria
entrepreneur and author of successful
bread baking books

“I have a long history with SozialMarie. For many years, I served as a member of the jury and as a moderator of the award ceremony, which gave me the opportunity to personally meet and great projects and the people who support them. I remember many poignant and inspiring moments that made it clear how important the commitment of each and every individual is. SozialMarie shows how much positive things can happen when people get involved, actively focus their attention on existing social problems and then sometimes find completely new approaches to solving them.”



Davorka Vidović Croatia
assistant professor at the Faculty of
Political Science of Zagreb University

“Every social innovation is important because it shows how it is possible to do things in a different way, in a more humane way, respecting others and the nature of which we are an inseparable part. Each such initiative is like a new lit light in the joint creation of a better world for everyone.”



Petr Machálek Czech Republic
consultant, lecturer, facilitator and col-
laborator of the OSF Advocacy Forum

“Social innovations can, and do, bring new ways of solving a range of social problems, improving the quality of life of many people, filling gaps in social services, helping to protect the environment and much more. I am therefore honoured to take on the role of Patron of the SocialMarie Award.”



Ildikó Simon Hungary
president of the Hungarian Cromo
Foundation, owner of Victum Training
and Consulting, trainer, coach

“I first encountered the term social innovation in 1987, when I was 17. We simply felt that something had to be done about social exclusion, substance abuse, homelessness. I started working as a peer helper in a youth counselling centre, as a trainer for leaders and employees of NGOs. Throughout my professional life I have worked with social initiatives, sometimes as a trainer, sometimes as an activist. I really believe in the power of community initiatives, cross-sectoral collaboration and solutions based on the active participation of citizens. To this day, I actively support other people’s projects and work to find meaningful and effective social solutions.”



Jozef Ondáš Slovakia
co-founder and former manager of IBM
Slovakia, SAP Slovakia and T-Systems
Slovakia in Košice

“Social innovations are innovations whose goal is to fulfill urgent social needs, bring measurable added value in solving social problems and thus promote positive social changes. Inspired by models from the business environment, together with our DEDO Foundation, we have been searching for, proposing and supporting social innovations that have the potential for systemic change for over 25 years, because this way we can also ensure their sustainability.”

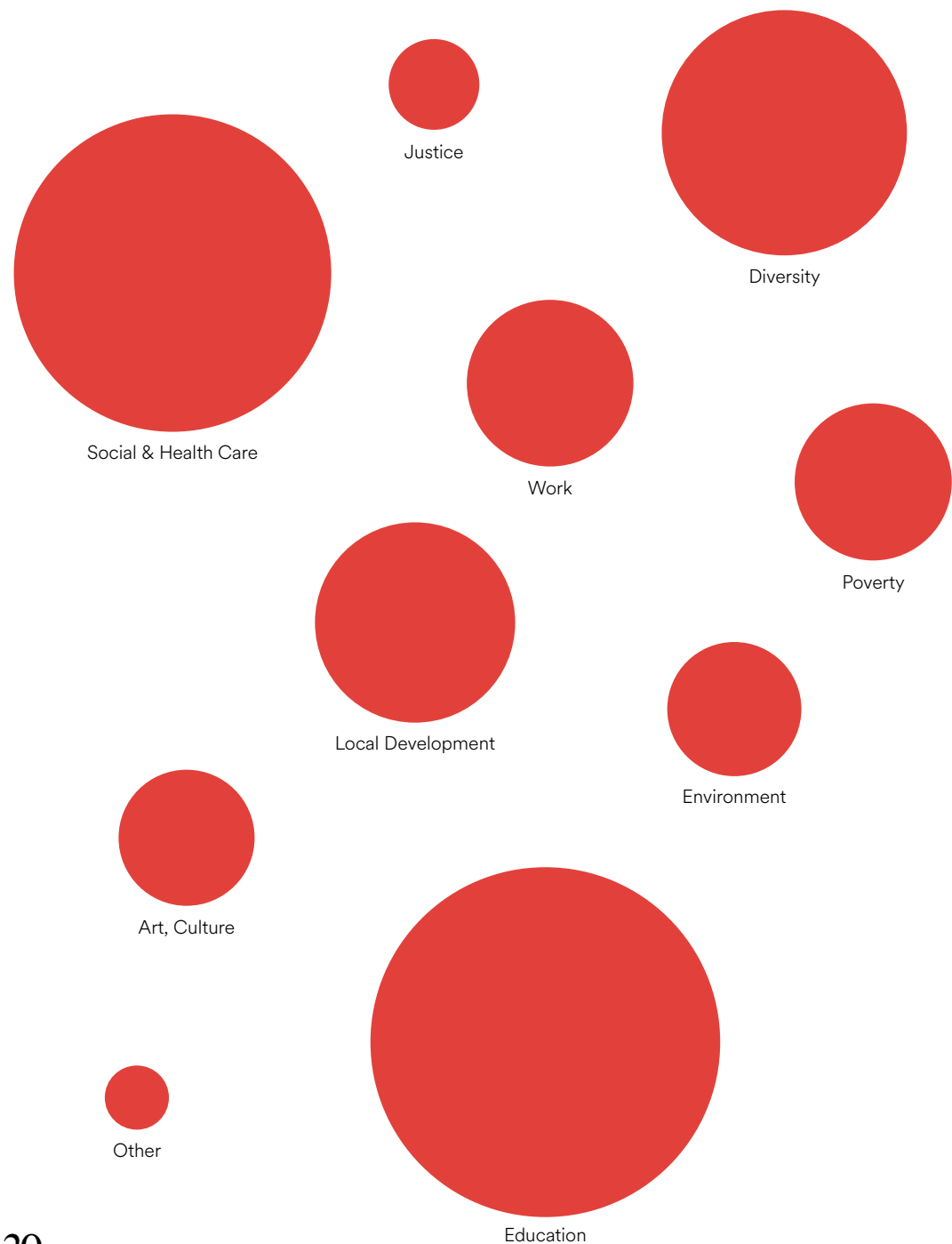


Milan Hosta Slovenia
organisational and human resources
developer, change manager and cause
marketer

“The movement of every living being is motivated by the interaction of its environment. Balancing the inner with the outer and adjusting the outer to meet the needs arising from within. This is how the meaning of social innovation is found. We are designed to create a meaningful and flourishing society.”

Fields of actions of submitted projects in 2023

288 projects were submitted to SozialMarie in 2023.
These projects indicate multiple fields of action.



Prize
Winners
2023

Long Ladder

Approach for Local Governments



Country
Hungary

Region
Ipolytölgyes

Sector
Public administration

Fields of action
Poverty, Awareness raising, Environmental protection

Organisation
Local Government of Ipolytölgyes

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Long Ladder – Approach for Local Governments

1ST PRIZE

challenge 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.

idea 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 organised by local municipalities and implemented within the local community.

actors Every settlement in Hungary has a local government, where residents are equal partners. *Long Ladder's* services are provided by the municipal employees. Local partners and overseas partners donate surplus assets and expertise for community building purposes to local residents.

impact The project, provided by a service-oriented local government, offers supportive and resource-efficient solutions to issues. It seeks to facilitate the needs of different life situations including property maintenance, home care, etc. This is done in order to reduce wealth disparities and to optimise the use of local government assets. Overall, the project seeks to enhance the community-building effects and increase the esteem of the municipality.

transfer The project method can be easily and gradually adapted to other settlements without financial expenses. The service can be launched with simple tools and minimal risks. Moreover, the project services can be developed based on local needs and experience.

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 municipality and its residents, but also our planet.

Kto Vlastní Slovensko?

Who Owns Slovakia?



Country
Slovakia

Region
Bratislava

Sector
Civil Society,
Social Economy

Fields of action
Awareness raising,
Regional development,
Other

Organisation
Transparency International Slovakia

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challenge Ethical dimensions in purchasing are commonly addressed in topics related to ecology or human rights but are neglected when it comes to corruption. Why should money be spent on services which end up in the pockets of people who have earned their possessions via unfair practices and whom state administrations has been long trying to expose and punish?

idea The project offers a map of transparency of ownership structures of businesses. This is an important new part of the fight against corruption; being able to see where money goes helps distort corruption schemes. The *Kto Vlastní Slovensko?* (“Who Owns Slovakia?”) project is bringing this topic to citizens in a comprehensible manner and offers them an easy way to get personally engaged in fighting corruption.

actors In addition to Transparency International Slovakia, the project involves Slovak and foreign tourists. Travel-influencers also share the map. The media have published tens of articles about the project – also in Czech and English. Finally, the wider public is involved by commenting on the map.

impact The project has provided the best grade (excellent hotel) to over 50% of assessed hotels, and the worst grade (problematic hotel) to a tenth of them. 298 tourist facilities were assessed by an expert commission and feedback was received from owners. In less than 10 months, the portal received almost 3,600 searches and over 30 reports from the public.

transfer Within discussions on social media and public events about the project, there has been repeating request to add new segments e.g. gastronomic business, pharmacies, banks. The Transparency International Secretariat in Berlin has also expressed their intention to replicate the portal, as did the Czechia chapter.

appreciation of the jury The portal *Kto Vlastní Slovensko?* provides a powerful tool that shapes the way money is spent in the tourism sector. It sheds light on hidden ownership structures and makes it easier for customers to make informed decisions. The project has the potential to be transferred to other countries and issues, even to those that score better on the transparency scale.

Community Roma Doula Service



| | |
|-------------------------|---|
| Country | Organisation |
| Hungary | Emma Association |
| Region | Contact |
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| Civil Society | kardos.rita@emmaegyesulet.hu |
| Social Economy | Website |
| Fields of action | https://emmaegyesulet.hu/ |
| Awareness raising, | 2022/07/01/kozossegi- |
| Ethnicity, Violence | dulaszolgalat-alsosolcan |
| prevention | |

challenge 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.

idea In the *Community Roma Doula Service* in Alsószolca 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 ensure that women's physical and emotional needs are met and work towards preventing discrimination against them.

actors The project emphasises the importance of supporting all women to become competent in their own lives. The doulas are local Roma women with a direct insight into the needs of local mothers. The project incorporates doula training and develops a trusting relationship through discussions about motherhood.

impact Community doulas experience personal and professional development through being birth companions, and become role models within the community. Local mothers are empowered with a sense of security, self-determination, information and maternal competence. The presence of doulas in the project builds bridges between disadvantaged pregnant women and health workers.

transfer 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. The training of new potential doulas could take place with the help of a local organisation.

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.



Country
Austria

Region
Vienna

Sector
Commercial enterprise

Fields of action
Work, Professional qualification, Awareness raising

Organisation
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challenge Despite the fact that 18.4% of Austrian citizens live with a disability, there are very few journalists with disabilities; as such, their perspective is missing in the media landscape. It is however, imperative for a functioning democracy, that their voices are represented in media and in broader social and political debate.

idea *andererseits* (On the other Hand) is the first media organisation in Austria, where people with and without disabilities work together equitably. Teams of contributors collaborate on stories on disability and society contained in the publication. The teams not only add to public discourse, but also take an active role in further developing the project.

actors The project-team consists of approximately 25 newsroom members, about half of which have a disability, who contribute to investigations, organise events, graphic design and social media, and work on a freelance basis. The infrastructure is provided by a lead editor and two executive directors, who complete the team.

impact At its core, the project is about broadening the democratic discourse; readers with disabilities feel seen and heard, and those without disabilities gain a new perspective. *andererseits* drives socio-political discourse and empowers people with disabilities to engage as equal actors and shapers.

transfer People with disabilities are underrepresented globally. *andererseits* therefore develops best practices for inclusive journalism and collaboration, which can in turn be a driving force for social innovation in the media industry as a whole.

appreciation of the jury A pioneering project, bringing the concept of equality to the high-threshold media industry. Introducing a model, in which people with and without disabilities work together on equal footing, the project aims to make published content accessible and comprehensible for everyone. *andererseits* sets in motion an urgently needed shift towards more inclusive conditions in journalism.

Career Path as Opposed to an Inescapable Life Path



Country
Hungary

Region
Ózd

Sector
Civil Society
Social Economy

Fields of action
Poverty, Early
childhood education,
Leisure education

Organisation
You Belong! Foundation

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challenge The growing number of uneducated people constitutes a global issue endangering climate protection, economic growth, and aspects of a decent and dignified life. In Hungary there are 1200 slums, where predominantly Roma children live in segregation, receiving sub-quality education. By 2050 the number of dependents per 100 people of active age will rise to 60.

idea *The Career Path as Opposed to an Inescapable Life Path* project has created a prototype system which guarantees a way out of destitution. It allows for equal access to education, knowledge and wealth throughout the entirety of one’s life path. The You Belong! Foundation offers a path to a vocation and degree.

actors The primary actors are disadvantaged Roma children growing up locked in a system with their families and communities. The project also includes 120 people intensively supported in the “You Belong!” institutions from Ózd – Budapest, as well as 1,000 participants and their families from segregated communities.

impact In the “You Belong!” system, 100% of those supported complete elementary school (as opposed to 70% of disadvantaged people nationally), 100% of those continue schooling after elementary school (as opposed to the regional index of 2%), 95% complete high school (as opposed to the regional index of 30%), and 50% go on to tertiary education (as opposed to the national 1.4%).

transfer The Ózd – Budapest prototype was constructed in such a way as to be transferable to any region or country (near a segregated community, ghetto or refugee camp), as a franchise, responding to local needs, and at the same time it can be expanded as numbers require.

appreciation of the jury

The project convinces through its holistic method for the integration of Roma in society. Be it education, health care, or the job market, this project maps the needs of their target group and develops a systemic approach to accompany project participants through their entire life path. The results in poverty reduction, education outcomes and, all in all, the emancipation of Roma, speak for themselves: the project provides effective support to interrupt the circle of poverty. An excellent example of successful social innovation!

Come Along

Against Exclusion and Shaming



Country
Austria

Region
Vienna

Sector
Commercial Enterprise

Fields of action
Work, Professional
qualification, Aware-
ness raising

Organisation
Die Armutskonferenz

In cooperation with
dieziwi. – Die Zivilgesellschaft wirkt.

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Come Along – Against Exclusion and Shaming

PRIZE WINNER

challenge Many people who are disadvantaged due to unemployment, poverty or a visible disability are frequently and continually shamed. This often occurs when in contact with public authorities or health-care institutions (at doctor's offices, hospitals or public authorities), and results in stress and health problems.

idea In previous projects, people experiencing poverty noted that the presence of another person would be a useful strategy to prevent them from being shamed at public authorities. Moreover, that their role is not to provide advice or act as representatives: they are passive participants. With this in mind the *Come Along – Against Exclusion and Shaming* (mitgehn) project was founded.

actors The project has received numerous requests for its services from people experiencing poverty. All stakeholders were involved in the development and implementation of the project: people experiencing poverty, volunteers, staff of public authorities, and services, who contributed feedback and reactions.

impact Through the *Come Along* project, those affected are supported in better asserting their rights and attending appointments with less fear, stress, and psychosocial pressure. The project enables and enhances voluntary commitment, and the volunteers gain insights into the everyday life of disadvantaged people.

transfer The developed concept for the project is transferable to other organisations, allowing them to also incorporate the idea of the *Come Along* project into their services. Interested organisations are supported and advised in the implementation, and experiences from the pilot project are shared.

appreciation of the jury

“Just being present” and listening can contribute more than we would think, purports the *Come Along* project. Matching silent companions as buddies with people experiencing poverty, as an anti-discrimination measure, is an out-of-the-box idea. The project informs public officers, volunteers, and helps reduce stress levels of disadvantaged people at the same time. An innovative approach to combat the persistent social problems of exclusion and shaming



| | |
|---|---|
| Country Croatia | Organisation Fraktura publishing house |
| Region Zagreb | In cooperation with Boranka, Biljkoborci |
| Sector Commercial enterprise | Contact Seid Serdarević +385 1 335 78 63 neva@fraktura.hr |
| Fields of action Youth welfare, Environmental protection, Culture | Website https://fraktura.hr/knjige/bestseler/akcije/projekt-rastimo-zajedno.html |

challenge The project responds to two main challenges: first, the exclusion of young people from the cultural scene and their low reading rate; and second, a general lack of awareness about the ways to combat current ecological problems.

idea To address the challenges, *Growing Together* currently implements “Let’s Read Together” workshops tailored to the needs of troubled teens. These workshops aim to promote reading and develop critical thinking while fostering their inclusion in the cultural scene. The project furthermore sets good practice examples in publishing to raise awareness about eco-friendly actions.

actors The project was initiated by Fraktura publishing house, in collaboration with Biljkoborci, Boranka, and Dugave Youth Centre. Fraktura’s in-house team is responsible for much of the work, while Biljkoborci and Boranka provide promotional material and seedlings. Adolescents are informed of the workshops by staff at the Dugave Youth Centre.

impact The direct impact of the project is seen through the 5,000 planted seedlings in a reforestation action, with another such undertaking planned later in 2023. The impact of the reading workshops is shown in the participants’ improved vocabulary and their greater engagement with reading and the cultural scene.

transfer The concept of the reading workshops can be adapted and applied to different youth centres or homes; tailored to the needs and interests of the participating young people. Similarly, for the ecological aspect, information dissemination and environmental initiatives collaboration could be implemented in other cultural institutions.

appreciation of the jury As a project, *Growing Together* dares to set itself several goals. It aims to foster political and social engagement, contribute to reforestation, while (as a commercial publisher) promoting the culture of reading. A complex project idea, implemented with well-established project partners in an ecologically sustainable way. *Growing Together* is a courageous undertaking, which offers a new approach to simultaneously promote social inclusion and environmental consciousness.

challenge Eating disorders are severe mental illnesses. The number of people who suffer from eating disorders is constantly growing. Eating disorders are not socially recognised, although they have the highest mortality rate of all mental illnesses. There is a lack of low-threshold offers that are suitable for everyday life.

idea *LeLi*'s therapeutical offer is based on the individual needs of the participants and is suitable for the social everyday life. Beside therapy on the behavioural level, the project concentrates on the person behind the symptom. To support this aim, *LeLi* develops a trauma sensitive treatment for eating disorders.

actors *LeLi* has an interdisciplinary team. Because of their different expertise, they are able to cover the topics of mental health, medical care, nutrition, everyday life and skills training, body awareness and movement, as well as networking, case management, and public relations. *LeLi* uses the highly innovative method of NeuroDeeskalation® in the treatment of their participants.

impact As a low-threshold, multi-professional, networking offer, *LeLi* creates a clear stance for the treatment of eating disorders and helps patients to step out of trauma dynamics. This also includes breaking down taboos surrounding eating disorders. Through its presence in the media, the topic is gaining increased attention and social awareness.

transfer The day centre is the first facility of its kind to close the gap between inpatient and outpatient treatment for people who suffer from eating disorders. It aims to reconcile therapy and everyday life. This concept can be operated in every region. The setting will be enlarged in the form of eating disorders specific shared homes in the future.

appreciation of the jury The convincing element of the *LeLi* project can be seen through its low threshold therapy approach to eating disorders. Combining the most recent scientific evidence from various disciplines, the project managed to develop a comprehensive approach, which is free of charge and easy to integrate into the clients' daily life. *LeLi*'s holistic approach places the person before the symptoms, it strengthens social bonds and provides an innovative solution to handle eating disorders.



| | |
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| Country Austria | Organisation Lebenshilfen Soziale Dienste GmbH |
| Region Graz | In cooperation with Universitätsklinik Graz, LKH II Standort Süd Graz, Praxis Ressourcenreich auf dem Weg (NeuroDeeskalation), VIVID, Frauengesundheitszentrum Graz, BAS, Drogenberatungsstelle Land Steiermark, GLE Österreich |
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| Fields of action Awareness raising, Mental health, Addiction | Website https://leli-tageszentrum.at |

Life Goals

Social Learning Through Sports



Country
Austria

Region
Vienna

Sector
Civil Society
Social Economy

Fields of action
Professional qualification, Violence prevention, Mental health

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challenge Every second child suffers from symptoms of depression and fear of the future. Teachers lack the tools to prepare children for social challenges and to strengthen their mental and emotional qualities. Thus, important potential for positive future perspectives often remain undiscovered.

idea *Life Goals* is a sports and skills-based support programme. Children and young people discover their potentials in a very easy way, without school assessment. This not only strengthens their personality, but also their self-confidence. *Life Goals* provides cross-curricular support in sports, social learning, and career guidance.

actors The project team consists of four coaches, who conduct the competence units in schools. Teachers book the units and several visits are undertaken throughout the school year. The project builds strong relations with the classes and their teachers. Moreover, training is provided to teachers and educators in order to conduct the units by themselves.

impact In the past year and a half, the project supported more than 900 students, 41,5 % girls. Four out of five participants state that they feel better equipped for life as a result of the units. 86% of teachers evaluate the programme with the best school grade possible. In addition, 110 multipliers have been trained by the project to conduct competence units.

transfer A toolkit with 20 competence units was created, including not only exercises but also handouts and questions for reflection. Therefore, all competence units are replicable and can be conducted by all teachers and educators in formal and non-formal educational settings in Austria and beyond.

appreciation of the jury *Life Goals* uncovers the potential of sports to improve the social skills and learning ability of children. Its innovative method does not treat sports as a competition, but rather it focuses on the movement itself and fosters constructive interaction between companions. It successfully combats obesity, while strengthening the self-confidence of children; a refreshing new interpretation of learning at schools.



Country
Czech Republic

Region
Prague, Brno, Plzeň, Olomouc

Sector
Civil Society
Social Economy

Fields of action
Homelessness, Awareness raising, Health

Organisation
Medici na Ulici

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challenge The main challenges are: the unavailability of health care for homeless people, their exclusion from health facilities, and the lack of information in society; leading to the creation of stereotypes and social tension. Therefore, a legitimate legal environment for street medicine in Czechia is needed.

idea The innovation of the *Medici na Ulici* (“Medics on the Streets”) project lies in involving medical students in the care of homeless people. The project builds positive attitudes towards homeless people in future doctors and nurses. Furthermore, *Medici na Ulici* increases the young generation’s societal responsibility, a sense of belonging, solidarity, enthusiasm, and mutual help. Finally, for rejected people, the project rebuilds trust in the society, healthcare, and in humanity itself.

actors The project members are primarily medical students; these are divided into two groups – experienced and beginners. The former are older students, who regularly go into the field and have passed final examinations; the latter are medics who assist, communicate with the client, and perform actions under guidance. Constant feedback drives the system and monthly meetings include discussion on education, and work analysis.

impact The project has become an essential actor in the Czech non-profit scene consisting of almost 190 members. In one year (2021–2022) more than 1,650 treatments in 556 stations in Prague, and around 900 in Brno we provided. During the COVID-19 pandemic, the project also operated in COVID wards and regularly appears in the media and at conferences to educate wider society.

transfer The project can be applied in all environments; every region where there are young medical students who care for homeless people.

appreciation of the jury A unique project, which values the importance of inclusive health care and rebuilds trust in the healthcare system step by step. Due to its mutually beneficial model, the project is sustainable: while people living on the streets receive treatment, medical students gain valuable experience in socially sensitive health care work at an early stage in their career. Patients are treated as clients; the face-to-face interaction helps people living on the streets to break out of their passive role and regain their dignity.



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| Sector Civil Society Social Economy | Website www.loono.cz/en |
| Fields of action Awareness raising, Adult education, Health | |

challenge Noncommunicable diseases are a leading cause of avoidable premature deaths. One of the primary reasons people die from cancer, heart attacks or strokes is the low level of health literacy; thus, the app *Preventivka* was launched. It reminds people to attend preventive check-ups, helps find medical specialists, and provides a complex medical information database.

idea *Preventivka* empowers people to make informed decisions about their health. The app provides the most complex solution on the market, covering all lifestyle diseases. The project aims to make the app perpetually free for users, so everyone has easy access to evidence-based medical advice regardless of their economic status.

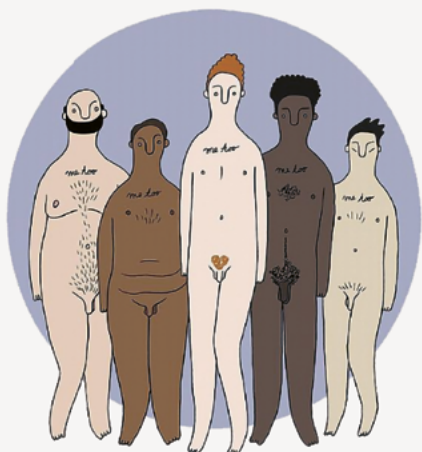
actors The project cooperates with media houses, commercial partners, medical associations, and governmental institutions. More than this, it works with medical specialists to recommend the app and provide the latest medical advice. Thus far, the Ministry of Health has financed the app twice and continues to promote it.

impact The biggest impact of the app is an increase in health literacy and preventive check-ups. Users know how to find, understand, and apply medical information; they also have knowledge about how to use the health system effectively. All information is evidence-based as the project's priority is to dispel myths and provide information verified by experts.

transfer From the beginning, the app has been built to be scalable and locally applicable. In Czechia, it is simple to cover not only cities but also smaller communities. However, the possibility exists to easily adjust the project to local government regulations internationally.

appreciation of the jury The mobile app *Preventivka* introduces a new, playful way for the prevention of serious diseases. The easy to use, simple app offers a complex set of services, such as setting up a preventive check-up calendar, offering guidance for self-examination, or providing hands-on recommendations for healthy lifestyles. The positive language used by the app and its gamified solutions count as a real innovation in health literacy. The project successfully promotes discussion on the taboo topic of serious illnesses among young adults. Handling sensitive data is a cornerstone of the project idea and is expectedly the key determinant of its future success.

SEX, baff!



Country
Austria

Region
Vienna

Sector
Commercial enterprise

Fields of action
Disability, Violence prevention, Mental health

Organisation
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SEX, baff!

PRIZE WINNER

challenge People with disabilities are often not perceived as sexual human beings. Information surrounding the topic of sex in easy-to-read terms and sign language are difficult to find. This in turn makes it hard to engage in intimate contact in a self-determined and responsible way. This can have life-changing consequences, especially for girls.

idea *SEX, baff!* is a sex-education website, originally developed for the deaf. It is currently being extended to also provide easy-to-read information for people with learning disabilities. *SEX, baff!* covers a wide range of topics related to sexuality, such as: the human body, reproduction, contraception, emotions, sexual health, and sexual rights – with a special focus on gender and diversity.

actors The original website for deaf people was developed by a mixed team of hearing and deaf people. The project currently also works together with people with learning disabilities; these people check if the texts are easy to read and comprehensible and suggest changes if necessary.

impact Through the website, deaf people and people with learning disabilities can live self-determined and sexually fulfilled lives. The information provided by *SEX, baff!* helps prevent unwanted pregnancies, sexual violence and supports LGBTIQ+ members of the target group to live their identity. It contributes to a barrier-free society in which the target group can make well-informed decisions.

transfer The content provided by the project are universal and can serve as a basis for sex-education worldwide for this specific target group. The content would only need to be translated into the respective national language (easy reading) or the national sign language of the country concerned.

appreciation of the jury *SEX, baff!* fills the gap in sex education. Focusing specifically on deaf people and people with learning difficulties, it provides a much-needed platform to discuss taboo topics such as sexual pleasure, contraception and abortion in sign and easy to follow language. When necessary, it even invents missing expressions further extending the scope of the words sign language is able to convey. The innovativeness of the project is manifested through all these elements.



Country
Croatia

Region
Osijek

Sector
Civil Society
Social Economy

Fields of action
Adult education,
Inter-generational
work, Community
development

Organisation
DKolektiv – organisation
for social development

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challenge Social alienation, a democratic deficit, and resistance towards individuals and groups that citizens recognise as “others” are some of the challenges of contemporary society. These issues are exacerbated when there is no physical space that fosters joint reflection and critical action for the benefit of the community.

idea *Social Atelier* is the response to these challenges, it serves as a community centre for building active and inclusive communities in collaboration with local citizens. The aim is to empower citizens to become part of the solution to recognised challenges, while also providing vulnerable groups with activities co-created by dialogue between experts, practitioners, and citizens.

actors The stakeholders involved include the *Social Atelier* team, partners, experts, citizens, and vulnerable groups representatives. Participants are engaged at four levels, depending on their participatory capacity and willingness. They may act as users, consultative co-creators, collaboration partners, or as individuals with supported initiatives and ideas.

impact During its first 16 months, *Social Atelier* had over 2,500 visits and hosted more than 200 activities with over 30 organisers participating. Through youth, retirees, and teacher volunteer clubs, the project has encouraged greater community engagement from citizens. The project has provided support groups for women and refugees to promote long-term empowerment and community integration.

transfer *Social Atelier* purports that working with citizens, which encourages involvement is a good practice example, applicable in different environments and contexts. The project inspires involvement at different levels, in innovative activities based on assessed needs and dialogue with citizens, as well as the creation of a focal point in the community that gathers these activities.

appreciation of the jury

Social Atelier enables marginalised groups to become active members of their community. The project offers a safe space for reflection and strengthens cooperation and dialogue between institutions, experts and citizens. The project is especially important in the local context. Thanks to the approach in which many activities are carried out by local communities, the *Social Atelier* project can quickly react to emerging problems in society.



Country
Austria

Region
Vienna

Sector
Civil Society
Social Economy

Fields of action
Migration, Mental
Health, Law, Justice

Project owner
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challenge Deportations of well-integrated children of immigrants by authorities is an issue in many societies. Despite continued dialogue and emphasis on the need for a monitoring institution, it appears that authorities are intransigent on the matter. The *Together for Children's Rights* project thus demonstrates how these rights could be protected.

idea The idea of the project is to form an alliance, representing civil society and those disturbed by the deportation of well-integrated children. The project seeks to act before the deportation occurs with monitoring of the situation. In this way, the project addresses a gap in the current administrative response to child deportation and helps to raise awareness in wider society.

actors The actors involved in the project originate from civil society, former children's rights commission members, students, media, NGOs, lawyers, volunteers, and more. Students undertake research on jurisprudence and notable people use their referent power in favour of vulnerable children. Furthermore, volunteers watch court cases to uncover potential children's rights violations.

impact The project seeks to ensure the protection of children's rights and the wellbeing of children. All actors in the asylum sector, including asylum offices, courts, lawyers and legal representatives, NGOs, and volunteers address the needs of the families concerned. The nature of the child's integration in Austrian society ensures that they receive residency permissions.

transfer The focus of the project makes it possible for international application, particularly to other situations where vulnerable people are at risk of human rights violations.

**appreciation
of the jury**

The protection of children's rights is not left in the hands of politics in this project. Their strong commitment towards children's rights in the context of refugees is unique, as is their method. The project encourages civil society to step in and act as a watchdog, where politics fails to act. With a strong message and the ability to mobilise citizens for the cause, it promises wide-reaching effects.

Trauma-conscious Gynaecological Service



Country
Hungary

Region
Budapest

Sector
Public administration

Fields of action
Homelessness, Victim support, Health

Organisation
Budapest Centre of Social Policy and Its Services (BMSZKI)

In cooperation with
Budapest Bike Maffia, Józan Babák Association, EMMA Association

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challenge Many women struggle with traumas that make it difficult to visit gynaecological examinations. One in two homeless women has experienced partner violence and two-thirds do not regularly see a gynaecologist.

idea Through broad social collaboration, the *Trauma-conscious Gynaecological Service for Homeless Women* project has set up the first service of its kind, where the physical environment, staff approach, and service delivery are all tailored to the needs of abused women. The project combines health and social care in a holistic manner.

actors The programme was developed and implemented by BMSZKI and the service operates within the organisation. The fundraising campaign and the renovation works were coordinated by Budapest Bike Maffia and Levente Bicskey. Professional support is provided by Józan Babák Association, EMMA Association and Judit Györfy as mental health specialist.

impact An interdisciplinary team, trained to be women-centered and trauma-conscious, runs a service that provides free examinations and access to further treatment for over thirty homeless women every month. The project has provided positive examples to professional and social bodies demonstrating that a well-functioning service must respond to women's experiences.

transfer The high interest and successful implementation of the project prove that trauma-conscious gynaecological care can be developed across the country. A trauma-conscious approach can be used effectively to help any vulnerable group in society.

appreciation of the jury A much-needed medical service, which fills the gap in the health care system in Hungary. Trauma-sensitive gynaecological care is not only relevant for homeless women, but for many other women regardless of their social status. The project ensures its sustainability through an innovative business plan, extending its unique service also to paying patients in the future. As the great demand proves, the project is very well received in society and has the potential to contribute systemically to public healthcare services.

Nominated Projects 2023

Call and Raise

NOMINATED

challenge Data shows that only 7.6% of Roma people obtain a high school certificate or a diploma as opposed to 52.7% in wider society. In Hungary, spontaneous segregation is a common rural issue; children fail at school, they lack successful experiences, and early school dropout rates are significantly higher in segregated settlements.

Country
Hungary

Region
Bag, Dány

Sector
Civil Society
Social Economy

Fields of action
Non-formal education,
Ethnicity, Youth welfare

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Association

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idea The *Call and Raise* project works on several levels to ensure that children (ages 12–18), living in or coming from Roma settlements, obtain a diploma. The project provides both online tutoring and intensive support to children and their families in solving learning obstacles, e.g. housing, health and financial difficulties.

actors Home study is unknown to children living in segregated environments: typically, they cannot study alone nor do their parents support them. No extant practices exist to keep these students in the education system. As such, a tangible reward system, which strengthens internal learning motivation, is used. The participant's family is involved in the programme, to strengthen the family to support the child in further education.

impact Participants achieve fast, tangible results, increasing their self-confidence and esteem. The project also strengthens parental competences and social networks through volunteers and long-term relationship development. Online learning is adapted to personal knowledge and goals, and develops digital competences. Students have access to inclusive opportunities, e.g. summer camps, programmes and dormitories.

transfer As a result of online elements, the programme can be transferred to other regions and Roma settlements. Elements related to local presence, social work with families, and joint trips can also be achieved with fewer volunteers. Volunteers are trained online, with existing methodology and curriculum.

Childhood to Children

NOMINATED

challenge The *Childhood to Children* project explores all possible options for quality early care for as many children as possible. It focuses on those children who are at greatest risk of developmental issues as a result of their learning environment and generational poverty.

Country
Slovakia

Region
Dobšiná

Sector
Civil Society
Social Economy

Fields of action
Poverty, Early childhood education, Family

Organisation
Childhood to Children
Civic Association

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idea The project seeks to move early childhood care activities to the home environment. Moreover, *Childhood to Children* actively involves experienced women to work with families in poverty. Such mothers are recruited directly from the community, and as a result of the training offered by the project, are able to pass on the knowledge and skills to young mothers.

actors The target groups are: children involved in play activities and pre-school preparation; younger school-children prepared for school through creative activities and reading; adolescent girls and young mothers, educated in responsible approaches to motherhood; experienced mothers assisting the project in the field; families in generational poverty, who the project is aiming to raise awareness about.

impact The main impact is enhanced positive changes of early childhood care in families. The project seeks to improve a child's developmental progress, school performance, women's self-esteem and self-worth, parental competence, the time devoted to children, as well as self-confidence and pride in a child's achievements.

transfer The general idea of the project is transferable, that being building a parenting centre similar to Domček, field work in the home environment of the families, and the involvement of people from the community in the activities not only as beneficiaries.

Dejepis Inak

NOMINATED

challenge In Eastern Europe, a historically rooted rise of disinformation and hybrid warfare, populist statements influencing sentiments, authoritarian governments, hatred, intolerant societies, and geopolitical and social changes, have been observed. A lack of education in such topics and weak critical thinking of the general public is also evident. A low level of interest in social science has led to the establishment of *Dejepis Inak* ("History Differently").

Country
Slovakia

Region
Bratislava

Sector
Commercial enterprise

Fields of action
Non-formal education,
Leisure education,
Awareness raising

Organisation
Owner

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idea The creation of short videos focused on history, social sciences, and philosophy, are publicly available on YouTube, accessible to students and adults alike.

actors Sandra Sviteková, a graduate of the Philosophical Faculty of Comenius University, major in teaching philosophy and history, is responsible for creation, dissemination, and accuracy of the videos.

impact The aim of the project is to develop tolerance, critical thinking, awareness, and media literacy in the general population. This in turn leads to the development of society's resistance to manipulation and misinformation. The videos have, thus far, reached approximately 22.4 million views, approximately 201,000 subscribers on YouTube with a reach

of 49 million. Additionally, the project has realised about 100,000 regularly returning visitors on other social media platforms. The project has also resulted in increased interest among students and teachers.

transfer The educational videos are internationally available to the general public. The project is therefore accessible to every country or region and needs only subtitles for other languages. The project idea is easily transferable to other potential authors in all academic fields or disciplines around the world.

EcoButt

Cigarette Waste Recycling

NOMINATED

challenge Billions of cigarettes are thrown on the ground every day. Toxic and carcinogenic substances from filters leach to ground water and soil ecosystems.



idea The *EcoButt* project seeks to recycle waste and change the behaviour of smokers. The project creates an innovative infrastructure to educate society, with a focus on smokers, to encourage the recycling of cigarette waste into other materials.

actors In order to solve the cigarette waste problem, the project connects research-based academia (CVUT Praha, TUKE Kosice), the tobacco industry (due to legislative obligations), and NGOs (e.g. Tidy-up Slovakia), with more than 30 partners in the private sector and cities.

impact In unison with the partners, the project seeks to collect as much cigarette waste as possible in order to minimise the impact on the environment. Every month, more than 300kg of cigarette waste is recycled through the project. This equates to more than 10 million cigarette butts not ending up on the ground.

transfer The *Ecobutt* concept is transferable by its very nature. Currently in the pilot stage in Slovakia, the project already seeks to expand to other EU countries in the following 2–3 years.

Empowering Parents

NOMINATED

challenge Refugee parents face particular challenges: children learn and adapt faster to the host country; they gain more “power” and demand for their freedom. Post-traumatic stress and (temporary) loss of positive family routines lead to conflict and risk of violence.

Country
Austria

Region
Vienna

Sector
Civil Society
Social Economy

Fields of action
Adult education,
Violence prevention,
Interculturality

Organisation
AFYA

In cooperation with
Elternwerkstatt

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idea Through a culturally sensitive training programme, facilitated by peer educators, parents learn to understand the needs and rights of their children in the new situation. They practice skills for communication and dealing with conflict. By engaging with others, they are reminded of their own strengths and resources and are reassured in their role.

actors Certified intercultural parent educators, who themselves have experienced forced migration and speak the first languages of participants, run the groups. They are supported by a specialised organisation for parental counselling.

impact Parents who attend the programme increase their parenting competencies and are able to mitigate the negative consequences of post-migration stress on their families. The risk of mental stress and family violence is reduced. Family bonds, as a resource for child development, are improved.

transfer The low-threshold approach is easily transferable; that is to say, working with certified peer-trainers, who reach the communities in their first languages and understand socio-cultural issues that are key to effective parenting programmes.

challenge Cases requiring a clinical psychologist or psychiatrist is on the rise. Likewise, the number of people in need, unable to afford clinical assistance for their mental health issues are also increasing.



idea Instead of the usual collective database of mental health professionals, *Enprojekt.hu* (“Meproject”) has created a community where experts can contribute to a collaborative volunteer programme with measurable social impacts. The project has provided a reference point between different psychological fields often difficult to choose from without background knowledge (e.g. psychotherapy, coaching, counselling).

actors A team of 100 pre-screened volunteer experts make up the project. These experts are asked for their active/inactive status every 3 months and in order to continually increase the offerings, the team grows by fifty percent yearly.

impact The project seeks to demonstrate that “It’s okay to ask for help”. In this way *Enprojekt.hu* can act more directly with those in need. This, in turn, increases the number of people who seek timely help. The project also improves the unemployment rate and strengthens inter-professional cooperation among mental health professionals.

transfer *Enprojekt.hu* can be built into an internationally scalable social enterprise. Currently, 5-10% of applications to the project come from abroad. Moreover, the online nature of the programme allows the project to expand regionally and internationally.

Country
Hungary

Region
Budapest

Sector
Civil Society
Social Economy

Fields of action
Work, Awareness
raising, Mental health

Organisation
Enprojekt

In cooperation with
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challenge The educational gap is increasing between mainstream and marginalised, mainly Roma, children in Hungary, which the current school system and social support systems are unable to cope with. Roma children face not only the disadvantages of poverty but also racial prejudice, resulting in school segregation.



Country
Hungary

Region
Budapest

Sector
Civil Society
Social Economy

Fields of action
Poverty, Non-formal
education, Ethnicity

Organisation
Rosa Park Foundation

In Cooperation with
Deviszont Közösségi
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idea The *Invisible Study Hall* project provides after-school educational services to marginalised Roma children aged 5–18. The focus includes individual skills development, mentoring and group activities to develop social skills, and free-time activities. A holistic approach is taken, incorporating numerous volunteers, and developing partnerships with parents and helping families in crisis.

actors Two full-time and two part time social workers coordinate the project activities, keep in touch with the parents and support families’ well-being. These workers also manage 41 volunteers from all spheres of life. The project currently involves 78 children as well as employees, volunteers, and parents, all of which form a community and work together as partners.

impact The children who joined the programme nine years ago in kindergarten have continued their studies into secondary school. The project has similarly helped in housing and income crises and supports the enrolment of 5–8 children in non-segregated schools each year. The *Invisible Study Hall* project has become a supportive community, resulting in a shared identity.

transfer The project largely relies on volunteer work, thus making it possible to increase the reach. Due to the fact that volunteers are highly qualified, different social groups can easily meet.

challenge The challenge is the lack of sex education, which, too often, is non-inclusive and only covers medical aspects. Whilst growing up, young people are not presented with the topics and information they need about sex. This results in unhealthy intimate relationships, sexual violence, and risky sexual behaviours among youth.

Country
Slovenia

Region
Ljubljana

Sector
Civil Society
Social Economy

Fields of action
Non-formal education,
Youth welfare, Health

Organisation
Me and My Intimacy
Institute

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idea *JAZ INTIMI* (“Me and My Intimacy”) educates young people on the topics of growing up, relationships, gender, and sexuality in a holistic way. Workshops are preventive, multidisciplinary, professional, and inclusive. The programme stems from the belief that a good attitude towards oneself is the basis for healthy relationships, and information is a basis for responsible behaviour.

actors The project is run by three young social pedagogues. The team collaborates with experts from various professional fields and volunteers. A significant number of contributions come from youth, who together with the workshop leaders, create a space for communicating and learning about growing up, relationships, gender, and sexuality.

impact The project has helped raise awareness of the options and rights of youth (e.g. in growing up and sexuality), and built knowledge about sexual violence and sources of help, whilst removing taboos about sexuality. Furthermore, the project has helped youth make responsible decisions in relationships that lead to fewer unwanted events and helped build healthy intimate relationships.

transfer The workshop programme is transferable to different European countries, due to its inclusive approach. It could also be implemented in different cultural and religious settings. In order to ensure greater integrity, activities are also being adapted for different target groups (e.g. teaching staff, and parents), who carry an important roles in sex education.

challenge In the EU, 75% of blind people are unemployed. Employer’s psycho-social barriers and inexperience in employing blind people contribute to this. Additionally, there is lack of inclusive entertainment for said people. 99.98% of mobile games are inaccessible to the blind. The remaining games are exclusively for the blind and thus do not contribute to inclusion.

Country
Czech Republic

Region
Brno

Sector
Commercial enterprise

Fields of action
Unemployment,
Disability, Awareness
raising

Organisation
Kikiriki Games s.r.o.

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idea The mission is to contribute to the inclusion of the visually impaired into mainstream society. The project purports that the best way is through interaction. Their team consists of a mix of sighted and blind colleagues and creates mobile games designed for blind and sighted players; thus, making blind people full members of society, working and having fun just like others.

actors The project team is largely made up of people with visual impairments, and shows the general public that, thanks to assistive technology, blind people can often work the same jobs as their sighted colleagues. As such, the positions of sound or game designer, translator, quality tester or marketing officer are held by blind people.

impact The game “To the Dragon Cave” – created by *Kikiriki Games* – is an example of the involvement of blind people in game development. Based on the everyday experience of blind people navigating space by hearing only, it shows players that the world is colourful even when perceived only through sound. The game allows blind issues to be introduced to new venues, such as game festivals.

transfer Part of the project’s mobile game development involves developing scalable solutions that ensure inclusion and accessibility in the game for players with different disabilities. These inclusive solutions can then be applied to other games, platforms, and applications that use gamification elements (e.g., sport trackers, e-learning programmes).

Learning to Own

NOMINATED

challenge A number of challenges are faced by employees and businesses, including: Low levels of democracy in traditional work environments, non-involvement of employees in control over the economic value they create, limited opportunities for continuous learning and development, active participation in co-shaping the company, low employee motivation and engagement.

Country
Slovenia

Region
Ljubljana

Sector
Civil Society
Social Economy

Fields of action
Adult education, Professional qualification, Work

Organisation
Institute for Economic Democracy

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idea The project has created a learning and development programme of ownership culture that encourages and systematically prepares companies for democratic employee ownership. It empowers employees for participation in the ownership and management at their companies, co-designing their work environment, working conditions and the company's vision.

actors *Learning to Own* involves all company employees in an expert-guided step-by-step process of needs identification for ownership culture development. A series of tailored interactive workshops, and the development of a democratic structure within the firm that builds on the company's internal capacities for further independent growth and development, was created.

impact The project has created, democratically managed, employee-owned companies, where the interests of employees are aligned with the interest of the company. This is reflected in a participatory and democratic work environment of continuous learning, higher employee motivation, engagement, competence, participation, belonging, and wellbeing.

transfer The programme's flexibility lies in its clearly defined structure which enables it to address a company's individual needs through development of ownership culture. Any interested company can benefit from democratic employee ownership, empowered and highly engaged employees, and a highly participatory work environment.

Let's Learn Beekeeping

NOMINATED

challenge The organisation of free time of prisoners and development of social skills necessary upon release from prison.

Country
Croatia

Region
Zagreb

Sector
Civil Society
Social Economy

Fields of action
Unemployment, Adult education, Offender support

Organisation
Croatian Beekeepers Association Pčelinjak

In Cooperation with
NGO UPIM, Učilište Lumen

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idea The concept behind *Let's Learn Beekeeping* is to provide education and training opportunities to prisoners, with the goal of helping them gain self-confidence and acquire new skills that can be used once they complete their sentence.

actors Male and female prisoners and employees. After the completion of the project, employees can independently transfer knowledge to prisoners and thus organise work-occupational therapy.

impact *Let's Learn Beekeeping* has succeeded beyond all expectations. The project has already motivated a former prisoner to become a beekeeper.

transfer Projects of this type can be implemented all over the world in all prisons and penitentiaries that have conditions for keeping bees.

med4hope

Medical Aid for Homeless People

NOMINATED

challenge Many homeless people are not physically capable of visiting available medical facilities. This can cause even treatable maladies to drastically worsen to the point of becoming life threatening. Even if an ambulance is called, homeless persons often decline transport to the hospital for lack of trust, or because of a psychosis.

Country
Austria

Region
Vienna

Sector
Civil Society
Social Economy

Fields of action
Poverty, Health,
Homelessness

Organisation
med4hope – medical aid for homeless people

In cooperation with
The Austrian Caritas, AmberMed, Kältetelefon, The Association for Legal Representation for the Homeless, The Medical Association of Austria

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idea When street workers meet homeless people that might be in need, they contact the project's trained medical staff. A doctor, with a street worker, will then visit these homeless persons at their place of residence to assist them.

actors The project takes care of training and the recruitment of medical staff for street work. It cooperates with all street work organisations based in Vienna, the Austrian Caritas, the Association for Legal Representation for the Homeless, and the Medical Association of Austria.

impact Homeless patients are treated in a timely and effective fashion avoiding unnecessary escalation of health issues. Ambulance service is relieved of emergency deployments. Patients develop a relationship of trust to medical staff and street workers, which can, in turn, help save lives.

transfer The initiative in Vienna can be replicated in any city or country. It only requires trained medical staff with a well-stocked medical backpack that work closely with street workers. Furthermore, the programme requires coordination.

MAACRAFT

The Social Workshop

NOMINATED

challenge Disabled people, like all people, have the basic need of financial security and moral support. Despite this, there are few opportunities in modern society for these people to contribute in employment. For disabled people, one of the few possibilities relates to design and construction. Residential homes offer a well-proven outlet for such skills.

Country
Hungary

Region
Miskolc

Sector
Civil Society
Social Economy

Fields of action
Disability, Awareness
raising, Care

Organisation
Miskolc Autism
Foundation

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idea Beyond rehabilitation, *MAACRAFT – The Social Workshop* project aims to create lovable design products with high customer satisfaction, through involving young disabled people in employment. By showcasing their designs, the project seeks to demonstrate that these people are a valuable part of society and strengthens the process for disabled people to step out of their disadvantaged social status.

actors In addition to the inhouse team, including a designer, manager, workshop leader, and specialist instructor, the project also incorporates special employees, disabled people, in the work. Professionals of the Miskolc Autism Foundation provide expert assistance, as well as administration, and workshop support.

impact The project offers employment to people with autism and intellectual disabilities; this in turn helps to provide positive representation in society. More than this, *MAACRAFT* raises awareness in society of the needs of this group and helps to innovate new techniques of practice.

transfer The universal nature of the methodology, techniques, and target group means that the very concept of the project is transferable to diverse areas, regions and individuals. Its emphasis on people and human values with a general holistic approach means that *MAACRAFT* can be adapted to suit numerous other areas of life.

Naschgarten

From Seed to Dish

NOMINATED

challenge One in three children in Austria is overweight or obese (ÖGK, 2020). The consequences for the individual and society are fatal. One cause is that many children no longer have a connection to food and its origin, and unhealthy and climate-damaging lifestyles prevail in our society.



Country
Austria

Region
Vienna

Sector
Civil Society
Social Economy

Fields of action
Awareness raising,
Health, Environmental
protection

Organisation
Naschgarten

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idea The *Naschgarten – From Seed to Dish* project addresses two essential challenges of our time – unhealthy lifestyles and climate change – combining gardening and cooking with the aim of teaching sustainable environmental and nutritional skills to children. It relies on the inherent openness of all children to learn and discover.

actors The learning opportunity of the *Naschgarten* project is aimed at children between 3 and 14 years. Kindergarten groups and school classes use garden rakes and cooking spoons in the mornings, whereas in the afternoons the project welcomes all those who feel like being outside and cooking over the campfire.

impact Working in the garden and kitchen provides countless learning opportunities. Children get to know, taste, and enjoy different fruits, vegetables, and herbs. Gardening enables children to understand the connections between the cultivation and consumption of food and thus acquire important consumer knowledge.

transfer The concept of the *Naschgarten* project follows the vision “Every child should have a healthy life in connection with nature”. In order to implement this, it is a central concern to design offers and methods in such a way that they are universally transferable to open spaces in urban areas.

Pippilotta

NOMINATED

challenge People with mental disabilities have few chances on the job market. Most of them have not completed school and many training opportunities are not available to them. This makes it difficult for them to obtain their qualifications, which is necessary to get a job.

Country
Austria

Region
Innsbruck

Sector
Civil Society
Social Economy

Fields of action
Work, Unemployment,
Professional qualification

Organisation
Lebenshilfe Tirol
gem. GmbH

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idea The *Pippilotta* restaurant in Innsbruck is breaking new ground. People with disabilities are trained in modules, which allows them to demonstrate their skills. *Pippilotta's* modular training is based on the national qualification framework and is thus recognised by companies. This in turn helps trainees with their job entry.

actors 12 pedagogically and gastronomically trained assistants and cooks work at the *Pippilotta* restaurant. This team provides training for 15 people with disabilities in the kitchen and in service. The training takes place in a live setting. People with disabilities are in direct contact with guests during their training, while gathering relevant work experience.

impact At the *Pippilotta* restaurant and at the school buffet, people with disabilities come into direct contact with guests. These encounters make their work visible and they receive immediate feedback. This helps in their professional development, and shows what people with disabilities are capable of. This is changing society permanently.

transfer It is important to give people with disabilities a chance and not to demand proof of training, but to train them directly in the company instead. Furthermore, their work becomes visible through encounters with people. Everyone can help and stand up for equal opportunities.

Save the Lunch

NOMINATED

challenge In the context of the current economic crisis, the number of people in difficult life situations visiting charities is increasing. In most cases, charities are unable to provide these people with nutritional food; often, they eat only bread and canned food. On the other hand, large amounts of valuable food are thrown away when company canteens close daily.

Country
Czech Republic

Region
Prague

Sector
Civil Society
Social Economy

Fields of action
Poverty, Awareness raising, Climate change

Organisation
Zachraň jídlo, z.s.

In Cooperation with
DoDo, Compass Group, Zatisi Group, FreshPoint

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idea The project aims to use resources efficiently, prevent waste and help people in need by providing quality food. *Save the Lunch* has clarified gastronomy donation conditions in Czechia which have been neglected due to unclear legislation regulating the handling of cooked food. The project motivates and connects canteens with surpluses to charities, and manages the process.

actors For the clients of charities, the donation of a wholesome meal is a welcome service that is seen as motivation for personal development. Clients are also motivated to overcome the difficulties of life. On the part of the food donors, the project expresses gratitude for the saving and charity donation.

impact *Save the Lunch* has managed to feed over 14,000 people in the past year by transporting leftover food from four company canteens to four nearby charities. A B2B app was created, in cooperation with volunteers, aimed at recording donated meals numbers. In 2023 the project aims to expand to 14 participating canteens and 20,000 people fed, marking a growing network.

transfer Unified national legislation means that the principle of donation can be implemented in other towns in Czechia where charities exist. Logistics is one element which must be tailored to specifics of the region.



SignCoders

NOMINATED

challenge The challenge is the underrepresentation of hearing-impaired people in the IT labour market, despite the high demand for qualified workers. Employers are often unaware of the community's specific needs, and they fail to address accessibility. Many deaf workers face difficulties due to generally lower education levels.

Country
Hungary

Region
Budapest

Sector
Commercial enterprise

Fields of action
Work, Non-formal education, Disability

Organisation
SignCoders

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idea As a solution, the *SignCoders* project created a digital agency which acts as a test lab. The aim of this project is to create an inspiring workplace by breaking down communication barriers. With a sustainable, scalable and replicable employment model, the project seeks to demonstrate the for-profit possibilities of its goals.

actors The key actors are the *SignCoders* staff. These people are able to use sign language at work, increasing the sense of achievement and fulfilling enjoyable, high-quality tasks. The nature of the work ensures employees are enthusiastic, committed, and feel ownership of the organisation. In this way, the company serves them, not vice-versa.

impact The primary impact of the project is the employment of the disadvantaged. The project also adds visibility for the deaf community and demonstrates the availability of such career paths. In addition, *SignCoders* places a strong emphasis on raising the awareness amongst wider society, inspiring employers to be more inclusive.

transfer The *SignCoders* model is transferable internationally and is planned to be franchised in Europe. Similarities between European sign languages make this possible. Likewise, the nature of the methodology ensures the effectiveness for other underrepresented groups; the main ingredients being vocational training, treating people with dignity, and shaping attitudes of wider society.

The Art of Learning

NOMINATED

challenge Children from disadvantaged backgrounds often have their future path determined in the first weeks of school. These students arrive at school with significantly less developed executive functions (EF) than their peers from better backgrounds, thus impacting their paths. Even though well-functioning EFs are essential for a person to learn, no extra effort is directed towards the development for disadvantaged children.

Country
Hungary

Region
Budapest

Sector
Commercial enterprise

Fields of action
Education institutions,
Art

Organisation
T-TUDOK Centre for
Knowledge Manage-
ment and Educational
Research Inc.

In cooperation with
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idea *The Art of Learning* project trains artists to partner with teachers of the 1st–4th grades to facilitate sessions which places the students in the centre of the class. This special focus, in turn, encourages artists and teachers to involve students from different backgrounds in the sessions (including children with special needs and Roma children). The project also connects these elements to the curriculum to successfully develop executive functions, thus having long-lasting effects on teachers and students.

actors The T-Tudok Centre leads the programme in cooperation with five classes in three public schools from Budapest, Pécs, and Soroksár, together with educational experts from Norway and Great Britain, and running in parallel in six Norwegian schools.

impact The first years are crucial in forming the teaching style, as such the programme requires teachers to move from their typical routines and start to see students and their roles differently in the classroom. This new perspective gives space for the development of children from disadvantaged backgrounds who would, in all probability, drop out otherwise.

transfer The project currently plans to expand in the near future. It purports the universal value of the programme to support the transition of children from kindergarten to school. The non-formal education nature of the project helps this aim with after-school programmes or educational programmes supporting refugee children.

Work with Sexuality in Care Facilities

NOMINATED

challenge In social care facilities information on sexuality and relationships is not often covered, clients' rights may thus be violated.

Country
Czech Republic

Region
Prague

Sector
Civil Society
Social Economy

Fields of action
Mental health,
Care, Health

Organisation
Freya, z. s.

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idea The main goal of the project is to provide an atmosphere that is open and friendly to sexuality and supports relationships; a healthy and safe environment for everyone. Clients can openly express needs regarding sexuality, and staff is able to respond to them, supported by the organisation's management. To this end a "Guide for working with sexuality" was created to help organisations address these issues.

actors The project mainly works with the clients of social care facilities. The activities are aimed at improving their quality of life. For this purpose, the involvement of management and staff in direct care is vital. The taboo nature of sexuality is why the guide also involves caregivers. Support is therefore offered to all stakeholders.

impact Social care facilities can implement the system of work with sexuality based on the needs of their clients within a year. The guide leads the facility through the process systematically, with an emphasis on the involvement of all actors (clients, staff, management) with the aim of normalising the taboo subject of sexuality.

transfer With minor changes, the proposed solution can be applied to other target groups in all regions, e.g. in senior citizen facilities. The project plans to update the "Guide for working with sexuality" by adding topics related to sexuality in older age.

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