

# SozialMarie

PRIZE *for* SOCIAL INNOVATION

20  
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**“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.”**

**Social innovation principles**  
Unruhe Private Foundation, 2013



## Dear readers,

We are currently reminded of the need for social innovation, as well as rapid and creative adaptation to new, unpredictable circumstances. I feel all the more determined in our mission to bring excellent social innovation to the forefront, even if we have to cancel the May 1st Award Ceremony at the Vienna ORF RadioKulturhaus due to the coronavirus pandemic.

The 15-year anniversary of the SozialMarie is an occasion for us to look back with critical interest, as well as to conduct in-depth interviews with the community and partners of the SozialMarie. The most important outcome was to implement a networking platform on behalf of the SozialMarie. Following this anticipated request, we have offered networking workshops and are planning additional meetings for the nominees.

We have also taken networking into account by revising our database, which is regarded as a professional “treasure” of innovation and best practices. Through our network, SozialMarie continues to develop into a comprehensive platform for social innovative projects.

We are also growing internationally: as of 2019, we received our first submissions from all regions of Croatia. We are also developing and expanding SozialMarie in Slovenia. The role of the national coordinators is becoming more and more important: they hold the responsibility to independently manage public relations and work directly with the projects.

Furthermore, we have adapted the Audience Award. As of this year, the Audience Award will be selected and awarded

from the top 34 nominated projects. This shift was to reveal and discover if the audience’s project of choice “matches” the jury’s selection.

Last but not least, networking and communication are also critical tools to connect economic and social actors. In many companies, sustainable and socially responsible action is no longer seen merely as a figurehead, but increasingly as a core value for the business. SozialMarie sees itself as a mediator. Increasingly complex social challenges cannot be solved by one organisation alone; they now require – almost as a necessity – cross-institutional cooperation.

All 15 award-winning projects and 19 nominations presented in this publication offer concrete actions to these current directions. I would be pleased if the presented projects serve as a catalyst to further expand your perspectives on social innovation.

With kind regards,  
Wanda Moser-Heindl

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# About us



Friedrich Moser & Wanda Moser-Heindl

The Unruhe Foundation is distinguished by its support and advancement of the arts, science, research, and innovation. The foundation is the sponsor of the 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 awarding in 2005, SozialMarie is the first and 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 networks of outstanding projects while driving forward dialogue on social innovation.

The SozialMarie Criteria for Social Innovation focuses on engaging diverse communities and stakeholders, project impact, effective implementation, and serving as an example to other projects for social change. SozialMarie awards successfully implemented projects and is a premium seal of quality for effective social innovation.

The SozialMarie expert jury annually honours 15 outstanding projects with a total of €54,000 for award-winning projects on May 1st. The top three prizes will be awarded respectively €15,000, €10,000, and €5,000; the following twelve prizes will each be awarded €2,000.



The SozialMarie Prize for Social Innovation in 2005 initially awarded projects in Austria and regions within a 300 km radius from Vienna. The SozialMarie has since expanded and is represented by national offices in Hungary, the Czech Republic, Slovakia, and Croatia.

Since 2006, SozialMarie has partnered with active honorary patrons who advise one of their selected award-winning or nominated projects. The patrons provide professional, financial, and public support for their selected project. Our honorary patrons for 2020 are Herta Stockbauer of Austria (Chairwoman of the Austrian BKS Bank board of directors), Barbara Erős of Hungary (Head of Civil Society and Community Relations, MagNet Bank), Petr Šmíd of the Czech Republic (Consumer B2C Marketing Lead for Central and Eastern Europe, Google), Dušan Ondrušek of Slovakia (Founder of Partners for Democratic Change – Slovakia), and Nenad Maljković of Croatia (Croatian Permaculture Association).



# Expert Jury



**Mag.ª DSA<sup>in</sup> Elisabeth Hammer**  
neunerhaus, Vienna



**Univ.-Prof. Dr. Josef Hochgerner**  
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**Dr. Miroslav Kocúr, PhD**  
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**Katalin Teller, PhD**  
ELTE Institute for Art Theory and  
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**Mag.ª Veronika Č. Janýrová, MBA**  
The Vienna Institute for International  
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**DI Ana Jeinić**  
Institute of Architectural Theory,  
Arts and Cultural Studies,  
Graz University of Technology

**JURY  
COORDINATOR**



**Mag.ª Petra Radeschnig**  
Business economist, organisational  
consultant, trainer and coach

# The unjust virus

**While no one remains untouched by the coronavirus pandemic, vulnerable communities are disproportionately hit. The winners of the 2019 SozialMarie share with us their challenges and the role of social innovation in a time of crisis.**

“Necessity is the mother of innovation,” says the popular proverb. If that were true, we’d be in for an era of countless innovations: the coronavirus pandemic magnifies all existing inequalities and threatens the livelihoods of people around the world. While it seems cynical to frame the crisis as an opportunity given the urgency of the situation, there still might be lessons to learn from social innovation practitioners. How are they dealing with these new challenges? Is there a difference between social innovation and quick fixes borne out of necessity?

Within the past few months, the new coronavirus turned the world upside down. At the time of writing, the global death toll had surpassed 120,000 lives. Containment measures aimed at slowing the spread of COVID-19 also decelerated economic growth. With most stores closed and production slowed down, unemployment numbers have skyrocketed and have fueled fears of economic depression and the collapse of financial markets. “We are at war,” said French President Emmanuel Macron on the virus, turning to language of combat used by many politicians around the world. While the semantics of war can trigger dangerous political responses, the comparison holds up to the unequal consequences in both scenarios: Just like in war, the poorest and most vulnerable in any society are the ones hit the hardest by a worldwide pandemic. The holes in the social



Social Rental Agency

security safety nets that should have been mended so long ago are now ripped wide open. Social and civil organisations are facing unseen challenges as – in many cases – the situation for their clients has gone from bad to worse.

“We had to come up with new strategies, like delivering food donations for people in quarantine,” says Vera Kovács, the vice president of the Social Rental Agency, the winner of SozialMarie 3rd price in 2019. The programme facilitates affordable housing in Budapest by bearing the liabilities of tenants’ risk of default for rent. “One-third of our clients are retirees; two-thirds are single mothers. Both of these groups are heavily threatened by the crisis – because of their health or because of the labour market...,” explains Kovács. Those without housing at all find themselves in a devastating dilemma. “Shelters for homeless people are usually crowded with 200–300 people. We are now... having to tell them to stay out in the streets, as it is the only place for them to be alone and avoid infections.” To make matters worse, hostile acts towards homeless people are on the rise in Budapest. Their inability to follow social distancing measures and maintain hygiene renders them potential spreaders of the virus. “It’s hard for me to see





Cooperative for the Common Good

anything good coming from this crisis. It's simply unfair," says Vera Kovács. "After all, wasn't it people jetting around the world that spread the disease? These people on the streets had no part in it. But, as always, the victims are blamed for the crisis."

While globalisation accelerated the spread of the virus to all corners of the world, the vulnerabilities of the global economic system seem to be exposed by the pandemic. "The crisis once again proves that the market is not regulating everything by itself," says Christina Buzcko from the Cooperative for the Common Good. "Suddenly, even the most neoliberal actors are calling for state intervention." The cooperative, which was awarded SozialMarie's second prize in 2019, calls for the democratisation of the economic system, meaning it should prioritise the common good over profit maximisation. This demand is starkly emphasised in the face of crashing public health sectors in Europe, which have been tantalised by austerity measures for the past decades. According to Christina Buzcko, an intervention will also be necessary to avoid a spill-over from crashing stocks markets and a highly deregulated financial sector into the real economy. This development is already threatening asset-backed pension schemes. "The fact that we live in a system that produces inequality becomes painfully clear to many people in the crisis. But we can learn from this. I see a window of opportunity to pose systemic questions



Omama Project

about what kind of economy we want and how labour, income and wealth should be distributed in our societies."

The effects of the unequal distribution of wealth are most evident in poverty-stricken communities. Radka Babelova, the programme director at the SozialMarie 2019 first-prize winning Omama Project, draws a dire image of the living conditions of Roma communities in Slovakia: "In the settlements, ten to fifteen people might share one small house. Often there is no running water; the hygienic conditions are terrible. Not all houses are connected to the electricity grid. As you can imagine, social distancing measures are almost impossible to follow under these circumstances." Most of the settlements are located in remote areas with limited to medical assistance. As rising unemployment leads to a loss of income, some families now even face hunger.

In normal times before COVID-19, the Omama Project was dedicated to ending intergenerational poverty through early childhood development. Local women were trained in early childhood education and mentored mothers. During the crisis, their work has shifted. "At this point, we cannot enter the settlements anymore. So, the 'Omamas' have become essential access points to communicate with the villagers," explains Pavel Hrica, the director of the project. The NGO set up social media groups with the "Omamas" as administrators. They

ensure that the online content – for example, information about the virus and health measures in Romani languages – reaches the communities of the settlements. In response, the women transmit the community's needs outside of the settlements and help to coordinate support. The Omama project wants to keep these new communication channels running beyond the crisis, can this be considered a micro-innovation triggered by necessity? “We just had to come up with ideas of how to keep up our work in the communities, even though we did not know if the women would manage to do it,” says Olga Shaw, the deputy director. Going digital was a big step for the “Omamas,” many of whom only finished elementary school. “But if there is something we can learn from this crisis, it is that we are more capable than we think we are!”





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Slovakia

**Project founder**  
Marián Zeman

**Region**  
Banská Bystrica Region,  
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**Fields of action**  
Poverty, Adult edu-  
cation, Community  
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**challenge** Roma communities in Slovakia lack critical access to safe housing and the financial resources to purchase a home. *Projekt DOM.ov* (“Project Home”) supports families and individuals from marginalised Roma communities to finance, build, and own a home through microcredits to end intergenerational poverty.

**idea** *Projekt DOM.ov* provides access to inclusive housing for marginalised communities. The project targets the social and financial barriers of families from Roma communities to obtain decent housing. With the support of local municipalities, *Projekt DOM.ov* advises marginalised families through the process of accessing financial support, purchasing land, and building and owning their new home.

**actors** The client/home builder(s) and their families are the most important actors. Municipalities and their representatives are also key to organise the project implementation in their villages. *Projekt DOM.ov*’s diverse team of social workers support both clients and municipalities. The Slovenská sporiteľňa bank (Slovak savings bank of the Erste Bank Group) provides access to microcredits to finance the construction of the new homes.

**impact** Access to safe and quality housing has improved the standard of living for our clients – especially their children. Marginalised communities not only have access to owning a home, but also acquire financial literacy skills, self-confidence, and vocational skills. This has led to better health, educational, and social conditions for children; it is an opportunity to end intergenerational poverty.

**transfer** The project is transferrable to any village, municipality, or city with a marginalised Roma community. *Projekt DOM.ov* is currently active in villages located in three out of eight regions in Slovakia – Prešov, Košice, and Banská Bystrica regions.

## appreciation of the jury

Marginalised families build not only new houses and homes, but also new lives. *Projekt DOM.ov* prepares and guides Roma families and leaders in rural communities. The Roma families build and finance their own houses; they are guided by social workers during the entire process. They have access and pay back the necessary microcredits to the local savings bank branch. An overall socially innovative programme with a definite goal: quality housing promotes healthy living; it is inclusive and liberating especially for families and children.

# Volkshilfe – Essential Child Support

2<sup>ND</sup> PRIZE



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Austria

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**Fields of action**  
Poverty, Adult  
education, Family

**challenge** Every fifth child in Austria is at risk of poverty. Child poverty is not only the lack of material goods – children living in poverty are also at risk of exclusion. Volkshilfe Austria developed this financial model of child support to ensure that a child's development and future do not depend on the income of their parents.

**idea** *Volkshilfe Kindergrundsicherung* ("Volkshilfe – Essential Child Support") aims to abolish child poverty in Austria. Through our programme, families affected by poverty receive a monthly child benefit stipend based on the family's income (max. 625 EUR) for two years. Parents decide together with their children their financial and personal goals. Social workers document the changes of the stipend on the children.

**actors** *Volkshilfe Kindergrundsicherung* works together with families in poverty and their children. The programme also works with Austrian and German worker welfare organisations to reach the national and regional governments. The University of Salzburg is also a research partner to analyse and monitor the programme's long-term effects.

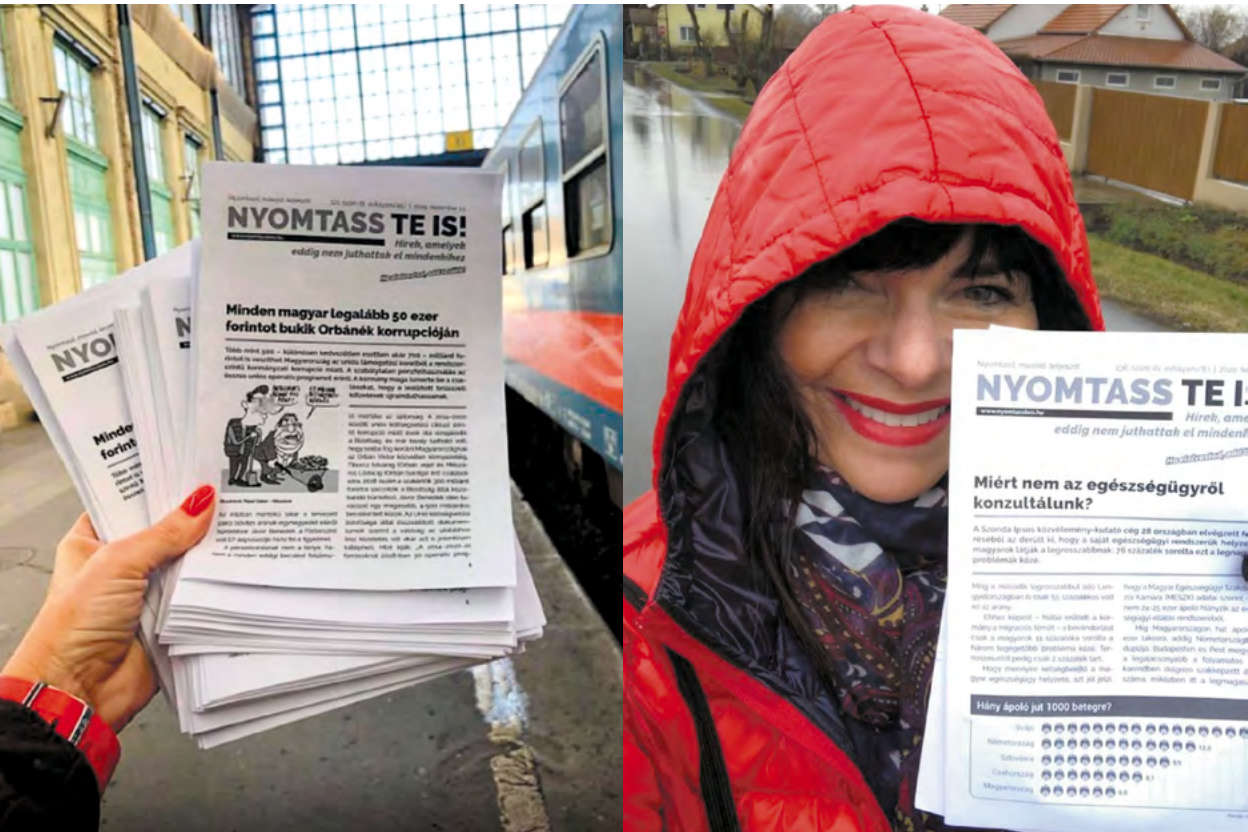
**impact** After three months in the pilot project, the children in the programme feel a greater sense of self-confidence and self-empowerment. Children who hardly communicated suddenly made eye contact, spoke more often, and expressed their needs. In the words of the children: "We all now laugh more" or "I can even buy a snack and be my own boss in the shop."

**transfer** Volkshilfe is currently implementing a pilot project to determine the effects of this financial and social child support. We aim to introduce this child support model as a state benefit throughout Austria. This model can be implemented in all of Austria and is also affordable as a social benefit.

## appreciation of the jury

*Volkshilfe Kindergrundsicherung* reveals the consequences and outcomes of financial security supported by research to alleviate poverty from the perspective of a child. The project combines an experimental approach and concrete assistance with political lobbying to end child poverty. This socially innovative solution is one of a kind (and) extensive. The programme helps to end intergenerational cycles of social marginalisation rooted in poverty. The underlying assumptions have been confirmed: Poor children and their families know exactly what and how to spend their extra money. The social impact is rapid, and it can be financed.





**challenge** With the adoption of the EU’s Sargentini report, the European Union has declared that democracy in Hungary is in danger. Violations of civil liberties and the freedom of the press are especially alarming. In the last few years, Viktor Orbán and the government currently control the majority of media outlets in Hungary and promote propaganda.

**idea** Reviving the Samizdat tradition of Eastern Europe, *Nyomtass Te is!* (Print it Yourself!) is a weekly summary of the most important news from independent media in simple, accessible language printed on a half-fold A/4 paper. The mini-newspaper can be downloaded from our website for anyone to print and distribute in any quantity.

**actors** *Nyomtass Te is!* participants include activists, volunteers, and rural communities. Due to the socio-economic background of our target group, we also deliver physical copies of news from independent websites to the elderly, low income, and rural communities with limited educational and internet access.

**impact** By reaching out to communities in small towns, we offer diverse perspectives on issues often represented only from one-side. Through countering government propaganda in the Hungarian countryside, we can improve public political consciousness and democracy in the whole country.

**transfer** *Nyomtass Te is!* can be implemented in different countries and contexts. For example, the project can promote social and political engagement with civil society organisations, independent journalists. Local communities can volunteer to distribute and print local editions of *Nyomtass Te is!*

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| <b>Fields of action</b><br>Awareness raising,<br>Community development |  |

appreciation of the jury

The Hungarian government currently controls more than three-quarters of all TV, radio, and print media in the country. This particularly impacts voting outcomes in rural communities. *Nyomtass Te is!* provides communities with non-governmental media and information with an innovative and simple approach. As a result, independent journalism and online news are accessible to the communities and political discourses of rural Hungary.



# (F)Actually – A myth-busting website about history

PRIZE WINNER



## Country

Hungary

## Region

throughout Hungary

## Sector

Civil Society  
Social Economy

## Fields of action

Non-formal education,  
Awareness raising

## Organization

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**challenge** Fake news and false historical narratives are spreading online faster than ever. Online sources rooted in misconceptions and ideologies are a significant problem. Through *Tényleg!?* or “(F)Actually”, history teachers in Hungary are responding to this socio-educational challenge to identify and counter historical misconceptions and fake news.

**idea** The *Tényleg!?* website and smartphone app were launched to debunk false historical information presented online. The website publishes reliable, academic facts to help young people recognise and counter fake news. We directly address young people through organising YouTube filmmaking competitions to support conscious media practices.

**actors** People born after the 1989 democratic changes are the most affected target group. We reach this community on our website and online platforms – websites and social media channels – where fake news spreads. *Tényleg!?* is also active on social media to bring the content closer to their peers.

**impact** *Tényleg!?* provides young people with reliable information in exciting ways, such as downloadable short clips and funny videos. The informational content is well integrated and reduces the impact of misconceptions and dangerous ideologies for the most vulnerable target groups.

**transfer** *Tényleg!?* presents and raises media awareness among young people, which can be applied in all social and international contexts. By offering historical facts against false information, *Tényleg!?* counters misconceptions and dangerous ideologies among the most sensitive, susceptible age groups.

## appreciation of the jury

*Tényleg!?* responds and counters widespread inaccuracies of Hungarian history with accessible texts and videos. *Tényleg!?* appeals to young people by presenting topics produced by their peers. The dominant presentation of history – propagated by the government and on social media – is countered with an interpretation of history that follows academic principles and is open to debate. *Tényleg!?* is innovation in thought and action.



**Country**  
Austria

**Region**  
Vienna

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Awareness raising,  
Family, Interculturality

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**challenge** Refugees often live in seclusion; they also balance and live between the cultures of their host and home countries. Mothers are often overwhelmed to raise their children without the support of the children's fathers. As a result, many expectations are placed on mothers and families in their new country.

**idea** In the spring of 2019, three men from Chechnya, Somalia and Syria participated in the first training course at the Catholic Educational Centre in Vienna. Since this first workshop, the trained moderators have each gathered six to eight fathers from their diaspora communities in a "men's table", where they discuss education and receive social support in their mother languages.

**actors** We work together with immigrant families in Vienna, in particular young men and their fathers. The men's tables are held in homes, public libraries, association clubhouses, and mosques. Moderators work together with the Catholic Educational Centre for training and facilitating men's table events.

**impact** There are monthly men's tables in three different communities and languages with four trained moderators. We offer 40 to 80 men's tables each year and reach between 300 to 400 fathers. We hosted talks with topics ranging from finances to supporting add: their children struggling in school.

**transfer** The project will train four to eight additional men as facilitators in the upcoming year. We also want to connect and implement this project with Turkish and Afghan communities.

## appreciation of the jury

Through the *Männersache* project, men from immigrant communities are given the practical tools to take extra responsibility as fathers to raise their children and support their wives. The project is a socially innovative combination of tried and tested methods for gender-based outreach in immigrant families. As a peer-to-peer project, the men discuss and receive support among themselves, then exchange these lessons with female project members, their wives and families. *Männersache* is overall a well-developed and self-organised project. We can expect a snowball effect of new ideas from the men's tables into society.





**challenge** Austria has an established welfare system, but social rights are still not recognized as human rights enforced by the constitution. In addition, many people – especially those at risk and affected by poverty – do not know what rights they have, despite its importance in times of welfare state cutbacks.

**idea** Through free legal representation for marginalised communities, as well as training and networking for practitioners and lawyers, an equal opportunity and effective access to social rights in Austria is possible. Leading decisions of the courts can consequently have an impact beyond the individual case.

**actors** *SozialRechtsNetz* (“Social Rights Network”) reaches people affected by and at risk of poverty in Austria as well as actors such as social and legal advisors, lawyers and judges. In addition to free legal representation, the work offered by our organisation enables an exchange and knowledge transfer between these marginalized communities and across all socio-legal support networks.

**impact** The project empowers individuals to assert and enforce their legal rights. It also raises awareness of the social rights and responsibility of the state to make this support accessible to all. Improved legal enforcement of social rights and legal security contribute to poverty prevention and reduction.

**transfer** A drop-in centre for socio-legal exchange and judicial representation can be implemented in other regions by mediating networks between those affected and experts. Legal representation can make an essential contribution to developing a unified jurisdiction.

## appreciation of the jury

*SozialRechtsNetz* works to guarantee the legal enforcement of social human rights such as health care, social security, housing, education, and food. With the help of social innovative interventions across multiple socio-legal actors: “strategic individual petitions” by communities in poverty boost legal representation through equal jurisdiction. Communities and individuals become active and visible together with lawyers and additional support. This strengthens public awareness and makes it easier to enforce social human rights, thus supporting a society based on solidarity.

**Country**  
Austria

**Organization**  
Die Armutskonferenz

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throughout Austria

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**Fields of action**  
Poverty,  
Awareness raising,  
Legal protection

# StoP – Neighbourhoods Without Partner Violence

PRIZE WINNER



|   |  |
|---|--|
| <b>Country</b><br>Austria   | <b>Organization</b><br>Verein Autonome Österreichische Frauenhäuser, AÖF                         |
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| <b>Fields of action</b><br>Family, Community<br>development, Violence<br>prevention |  |

**challenge** Although Austria has good violence protection laws and a well-developed victim protection network, violence against women\* is frighteningly frequent. Every 5th woman is at least once a victim of abuse and violence. The murders and attempted murders of women\* are also alarmingly high by EU standards. Women's shelters and aid organisations need civil society support.

**idea** *StoP* (“Neighbourhoods Without Partner Violence”) starts in the spaces of women\* affected by violence, it is a neighbourhood project and sees itself as a complementary violence prevention measure. The more neighbours know how to prevent partner violence against women\*, the more likely we can prevent murders and attempted murders of women\*: we can signal to offenders that there is a strong neighbourhood community.

**actors** Neighbours are the core of *StoP* programmes. Neighbours are extensively informed, trained, and empowered to exercise civil courage against partner violence. Neighbours meet regularly for “women’s\* and men’s\* tables”, plan activities and initiatives together.

**impact** Since 2019, there have been 3,000 people who have participated and present at *StoP* activities one or more times, 80% were neighbours and 20% were community facilitators who have participated in the women\* and men\* tables, but also events. Through this work, the issue of partner violence could be made much more visible; many women\* were directly and indirectly supported.

**transfer** The *StoP* concept can easily be adopted in other neighbourhoods in Vienna and Austria – there is already great interest in it. The framework should remain the same; the concept consists of 8 steps copyrighted by Prof. Sabine Stövesand in Hamburg and has been successfully implemented in several neighbourhoods in Germany.

## appreciation of the jury

Gender-based violence is not an individual or family problem, but a social problem. *StoP* focuses on the social environment where the acts of violence occur and can be prevented, in the neighbourhood. It signals to the perpetrators that the community will not remain invisible. It is the perpetrators are who responsible for the violence they inflict, not the victims. Women and children are empowered, civil courage and social solidarity are promoted, anonymity in the neighbourhood is reduced. *StoP*’s socially innovative actions against partner violence can be implemented in every neighbourhood of the city.



# Take Home Naloxone (THN) Pilot Project

PRIZE WINNER

**challenge** In 2018, 184 people died in Austria from drug overdoses. Most emergencies occur at home, where others present (must) act as first aiders. This does not guarantee a safe recovery; many of those affected have little to no first aid skills and potentially mishandle the situation.

**idea** Our project's clients are prepared for drug overdose emergencies and trained as first responders. They are also trained how to use the opiate suppressant, Naloxone and are equipped with Naloxone kits. Naloxone is a drug that revitalises breathing and the cardiovascular system within a few seconds.

**actors** The participants are opiate addicts, polysubstance addicts, and clients of the drug substitution programme. Life-saving drugs are given directly to those who benefit most from it. The interactive training courses are designed by doctors of the Caritas Marienambulanz clinic and Caritas Kontaktladen meeting point staff.

**impact** Forty-five clients to date have been trained and equipped with Naloxone kits. Above all, the project is saving lives with positive outcomes from the pilot project in Graz. Our clients are empowered; they gain new knowledge, awareness, and skills to help themselves against the risks of opiate consumption.

**transfer** Training programmes of Caritas Contact Shop and Streetwork meeting points can be easily transferred to other sites, especially in prisons, drug therapy facilities; and for relatives of opiate users and addiction counselling staff. There are plans in action to offer these training courses in other regions of Austria.

## appreciation of the jury

Through this peer-to-peer project, drug addicts are able to provide critical first aid to their peers in an emergency. As a two-year pilot project, *Take Home Naloxone* demonstrates this community can best intervene to save lives – especially if drug consumption lies on the edge of the law and emergencies occur at home. Those affected reduce drug-related deaths or injuries with a socially innovative approach. As the first of its kind, the project will be implemented in additional regions and institutions in Austria.



### Country

Austria

### Region

Styria

### Sector

Civil Society  
Social Economy

### Fields of action

Health, Addiction

### Organization

Caritas Kontaktladen und Streetwork  
im Drogenbereich

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-drogenbereich/





|   |   |
|---|---|
| <b>Country</b><br>Croatia   | <b>Organization</b><br>ViDrA – Veterani i društvena akcija  |
| <b>Region</b><br>throughout Croatia,<br>City of Zagreb,<br>Zagreb County                          | <b>In cooperation with</b><br>Udruga građana Siget, Čist zrak – Duga ljubav,<br>Krizni Eko Kaštelanski Stožer, Eko Zagreb, Za naš<br>Supetar, Uzor Resnik, Čuvari Fruške Gore |
| <b>Sector</b><br>Civil Society<br>Social Economy  | <b>Contact</b><br>Vesna Grgić<br>+385 95 925 3766<br>info@veteranividra.hr  |
| <b>Fields of action</b><br>Awareness raising,<br>Legal protection,<br>Environmental<br>protection | <b>Website</b><br>veteranividra.hr  |

**challenge** *Zeleni odred* (“The Green Squad”) fights to preserve Croatia’s forests and natural resources by revealing to the public the misconduct, legal violations, and non-transparency of the Croatian national forestry. *Zeleni odred* calls out against the irresponsibility and failure of the governing authorities to comply with legal frameworks and regulations.

**idea** *Zeleni odred* is distinguished by its continuous and frequent public actions. We collect and document the situation on the ground; we report suspicious actions in the forests and irregularities within the official documentation of the responsible institutions.

**actors** *Zeleni odred* was created and launched by five members of the Croatian Association of Veterans and Social Action (ViDrA). They were later joined by other ViDrA members, insider experts, and whistleblowers such as foresters, lawyers, journalists, and activists; artists and a growing number of the public, who actively participate in viral protests and public actions.

**impact** Through regularly monitoring and reporting the numerous violations of the Croatian forestry’s management, we have propelled and mobilised a wide circle of the public. A series of persistent viral protests and public actions resulted in the termination of numerous damaging contracts and reduced the illicit resale of timber.

**transfer** The harmful management of Croatian forests is part of a broader problem of corruption , a cause of the crisis of democracy. Although *Zeleni odred* activists are exposed to daily harassment and media censorship blockades, we continue to organise public actions, media reports, file lawsuits in court, and continue to raise international pressure on the authorities.

appreciation of the jury

ViDrA is a one of a kind veterans’ association: the Croatian organization advocates for change neither from nationalism nor conflict, but from a commitment to society and the environment. Its section *Zeleni odred* stands strong as a complex social innovation. Its numerous public campaigns and precise documentation of the state-owned forestry denounce corruption, as well as the destruction of forests/ natural resources and the livelihoods of small family farming communities. Besides advocating for change both through politics and in court, *Zeleni odred* serves as a beacon for others because it cooperates with similar initiatives in neighbouring countries with which it shares a common struggle for ecological and social goals.

# Theatre With No Home

PRIZE WINNER



**challenge** Marginalised communities – the homeless, disabled, refugees, former prisoners – are not only excluded from society and work but also the arts. *Divadlo bez domova* (“Theatre With No Home”) creates social, financial, and cultural inclusion for marginalised communities through theatre.

**idea** *Divadlo bez domova* brings together the homeless and disabled to work, act and produce theatre performances to highlight their talents and social experiences to the public. The actors – the homeless and physically disabled – provide new social connections, support and learn from one another to create original theatre productions. The actors also give workshops and organise events in Slovakia and internationally.

**actors** We work together with the homeless and the physically disabled, as well as communities with psychiatric disabilities, refugees, ex-prisoners. Our work has been performed and in co-operation with the Slovak government, city of Bratislava, and the European Union. *Divadlo bez domova* also performs in prisons, psychiatric hospitals, and care homes for seniors.

**impact** Marginalised communities are provided opportunities to work, connect with others, and learn new skills while building social inclusion between the participants and the public. *Divadlo bez domova* performs internationally; it has published five books and organised the ERROR international festival of homeless theatre for the last thirteen years.

**transfer** The project can be implemented in any region and for any community. Theatre is a universal tool to connect. In Slovenia, the Carnium Legendarium homeless theatre was founded in inspiration of *Divadlo bez domova*.

## appreciation of the jury

Marginalised communities are often excluded from professional theatre and the arts. In an old palace in Bratislava, homeless and disabled communities have set up a place to change this. They regularly perform their plays for audiences in the city and abroad. The actors of *Divadlo bez domova* help themselves and one another; they transform their experiences into art to shift social perceptions: this is how social innovation works.

**Country**  
Slovakia

**Head of project**  
Patrik Krebs

**Region**  
throughout Slovakia

**In cooperation with**  
Tomáš Kubiš

**Sector**  
Civil Society  
Social Economy

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**Fields of action**  
Disability, Art,  
Homelessness

**Website**  
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# Transkript online – The Blind and Visually Impaired in Service for the Deaf

PRIZE WINNER



**Country**  
Czech Republic

**Region**  
throughout Czech  
Republic

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Disability, Professional  
qualification

**Organization**  
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projekty/profesni-prednosti  
-nevidomych

**challenge** Blind, visually impaired, and deaf communities face social discrimination and unemployment. These communities also struggle to access state-funded social services and communication support aids in private companies. *Transkript online* provides employment opportunities for the blind and visually impaired, while improving communication accessibility for deaf communities.

**idea** *Transkript online* creates new job opportunities and accessibility for individuals with visual and auditory disabilities. The project applies the unique strengths of the blind and visually impaired as a professional skill. Blind transcriptionists support hearing-impaired individuals through online communication on the *Transkript online* app.

**actors** *Transkript online* works together with state institutions, as well as private companies and non-profit organisations to develop and improve communication accessibility. The project currently offers communication support for the blind, visually impaired, and deaf in companies and institutions in the Czech Republic.

**impact** The programme significantly improves the quality of life for blind, visually impaired, and deaf communities. Our clients also include the growing elderly community with age-related hearing impairments. *Transkript online* has also recently launched partnerships with local and international companies in the Czech Republic.

**transfer** *Transkript online* programmes are implemented in state and private institutions in all regions of the Czech Republic. The project is accessible for international expansion and collaboration.

## appreciation of the jury

*Transkript online* uses the unique skills of the blind and visually impaired to transcribe texts for deaf communities. Individuals with limited to no hearing with Czech, not sign language as their mother tongue can understand and communicate in-person or by phone at banks and public institutions from a PC or smartphone. The skills of each community benefit and support one another in their everyday lives and the job market through a socially innovative connection.

# Trešnjevka Neighbourhood Museum

PRIZE WINNER



**Country**  
Croatia

**Region**  
City of Zagreb

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Culture,  
Urban development

**Organization**  
BLOK – Lokalna baza  
za osvježavanje kulture

**In cooperation with**  
K-Zona, Sfrus, Tehnički muzej Nikola  
Tesla, Centar za mirovne studije

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**challenge** *Muzej susjedstva Trešnjevka* (“Trešnjevka Neighbourhood Museum”) responds to the challenge of representation and commercialisation of museums. National museum collections are often cleansed from history written from below. Museums are hierarchical and elite institutions, which many communities do not feel represented. Public finance cuts in the arts have also forced museums to commercialise their collections by focusing on tourism and away from the local community.

**idea** Neighbourhood museums built with the participation of the local community are new in Croatia. *Muzej susjedstva Trešnjevka* works directly with the neighbourhood community who curate the collection and manage the museum. The museum archives the diverse histories of the Trešnjevka neighbourhood, while challenging dominant national history and narratives.

**actors** Partner organisations and the neighbourhood community are both involved. Partnering organisations help to conduct research and facilitate community participation. The community creates the virtual collection; they collect and share personal narratives/contributions, as well as manage the museum.

**impact** The project aims to establish a neighbourhood museum that celebrates and preserves the diverse and everyday histories of workers, antifascism, women, and migration of Trešnjevka. *Muzej susjedstva Trešnjevka* brings the local community into focus; it defies the status quo and hierarchical practices of founding and managing cultural institutions.

**transfer** The neighbourhood museum concept can be transferred to other cities and local communities. This process can include creating and conceptualising neighbourhood museums in collaboration with *Muzej susjedstva Trešnjevka*.

## appreciation of the jury

*Muzej susjedstva Trešnjevka* curates a museum as a social innovation. Unlike conventional museums, which are usually elitist or consumerist, this neighbourhood museum is democratically founded and managed by the community of Trešnjevka, one of Zagreb’s largest neighbourhoods. The collection’s objects, images, and stories defy the dominant national narratives by focusing on suppressed themes and diverse histories of Trešnjevka: migration, anti-fascist, workers’, and women’s movements.



# Visits in the Dark

PRIZE WINNER



**Country**  
Czech Republic

**Organization**  
Spolu s vámi, z.ú.

**Region**  
Prague, Central Bohemian Region, Olomouc Region, Plzeň Region, Vysočina Region, Liberec Region, South Bohemia, South Moravian Region

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**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Disability, Professional qualification, Care

**challenge** One-fifth of the population in the Czech Republic is aged 65 or older who rely on informal and family caregivers. The blind and visually impaired face challenges finding a job: 70–80% of this community are unemployed. *Návštěvy POTMĚ* (“Visits in the Dark”) connects the elderly and caregivers with a collective of the blind and visually impaired for care and social support.

**idea** The blind and visually impaired help advise the organisation, as well as serve as “visitors” to seniors in their homes and care centres. The visitors assist their elderly hosts to cope with the loss of cognitive functions, including sight. The service also aids informal caregivers, such as family members.

**actors** A collective of the blind and visual impaired serve as visitors, as well as advise the organisation’s social impact strategies. The visitors have diverse backgrounds and interests: they are journalists, teachers, social workers, massage therapists, and musicians. We also work closely with caregivers, senior communities, and care homes.

**impact** Within two years of the organisation’s launch, *Návštěvy POTMĚ* is currently implemented in eight cities and over half of all regions in the Czech Republic. We have provided jobs for the blind and visually impaired, who have started a partner association in 2019.

**transfer** We will publish a *Návštěvy POTMĚ* guidebook for the public; it can serve as a model and an inspiration for other organisations. *Návštěvy POTMĚ* will also present at conferences for expert audiences and the public.

## appreciation of the jury

The blind and visually impaired find it difficult to enter the primary labour market, while the elderly and their caregivers need extra support. *Návštěvy POTMĚ* helps all these communities; the trained visitors with visual impairments have offered this service from their own social enterprise. They relieve caregivers – mainly women – as well as nursing homes and day centres. They bring older people new perspectives and social connections: an overall innovative combination of diverse social needs and necessities.



# We Give Nets, Not Fish – but Eggs, Yes!

PRIZE WINNER

**challenge** Marginalised communities, especially Roma minorities, of northern and eastern Hungary lack the educational resources and jobs to end poverty. Financial resources to start a business are also not accessible. Kiútprogram supports vulnerable communities living in Hungary's poorest regions with the resources and microcredits to support agricultural businesses.



**idea** We support our clients with mentoring and financial resources to grow cucumbers to sell in the agricultural market. Kiútprogram is the only organisation in Hungary to provide financial credit without a minimum asset base, margin, or interest to clients. The programme also prepares and connects Kiútprogram participants to jobs in the region.

**actors** We assist marginalised Roma communities living in the northern and eastern villages of Hungary. The project also works with accountants, farmers, and wholesale buyers to mentor our clients' agricultural businesses.

**impact** In 2016, our clients received an average of HUF 350,000 in net income from their work after repaying their loans. In the last four years, we have cooperated with a total of 380 families in 29 villages, who earned incomes more than 120 million forints.

**transfer** The project can be transferred to a similar geographical region and social demographic community. Kiútprogram will implement the programme to new villages in northern Hungary this year. There is also potential to expand the programme's activities. As of this year, individuals can join the Kiútprogram with additional and new business ideas.

## appreciation of the jury

The project is a classic blend of a microcredit programme and mentorship with a socially innovative response. Cucumber farming generates sufficient income for families in the poorest region of Hungary. The Kiútprogram also increases the participant's confidence in their own abilities. The programme and its successes for rural communities has spread beyond the villages of northern and eastern Hungary. And slowly, social stereotypes and roles are changing...

**Country**  
Hungary

**Region**  
Borsod-Abaúj-Zemplén, Szabolcs-Szatmár-Bereg

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Poverty, Professional qualification, Adult education

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# Workshops Against Fear 2.0

PRIZE WINNER



|  |  |
|--|--|
| <b>Country</b><br>Austria  | <b>Organization</b><br>Verein "PatInnen für alle"                                  |
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| <b>Sector</b><br>Civil Society<br>Social Economy                   | <b>Website</b><br>www.patinnenfueralle.at  |
| <b>Fields of action</b><br>Adult education,<br>Advocacy, Migration |  |

**challenge** *Workshops gegen die Angst 2.0* ("Workshops Against Fear 2.0") works with asylum seekers, but also individuals with subsidiary protection rights, who are filing legal petitions after a denied case. Unfortunately, the latter group is growing in Austria. In addition, legal aid from NGOs and non-profits are decreasing; asylum lawyers are overloaded and sometimes implement admission freezes for new clients.

**idea** *Workshops gegen die Angst 2.0* prepare young asylum seekers for their trial for asylum by lawyers and trained instructors in Austria. The aim is to empower participants, improve their communication skills, and point out potential actions in court. With the help of an "integration folder" (informational kit), participants organize their experiences and documents to articulate and explain their case in court.

**actors** The actors are the refugees and their confidants/guardian "godparents". Their active participation is important to learn and practice in the workshop before their court case. Their questions and knowledge gained from accompaniment to negotiations are incorporated into the workshop's training material.

**impact** *Workshops gegen die Angst 2.0* are currently offered in all states in Austria, with the main focus on community facilitators. NGOs and legal advisors are also organising and adapting their practices based on *Workshops gegen die Angst 2.0*. In 2018, the participants were all godchildren in a "godparent" family guardianship project.

**transfer** The workshops were revised in 2019 to be applied internationally; we conducted workshops in France for individuals who have sought asylum in Austria. The *Workshops gegen die Angst 2.0* concept has evolved due to the rise of unaccompanied refugees.

## appreciation of the jury

Asylum seekers and beneficiaries of subsidiary protection anticipate their asylum court case mentally and emotionally, especially sharing their experiences of escape and persecution with clarity in court. The young people imagine and connect to their senses: the space and people of the courtroom, their answers to questions from the judge, working with an interpreter. *Workshops gegen die Angst 2.0* offers support to prepare for the trials of asylum cases in court. *Workshops gegen die Angst 2.0* is a successful social innovation: the organisation has spread throughout Austria and is slowly working in cooperation with asylum judges.

# Association for Inclusion – Disability Education for Children

NOMINATED

**challenge** In Hungary, most children with disabilities study in segregated classes. There are no opportunities for children with disabilities to get to know and connect with their non-disabled peers. Similarly, students without disabilities do not encounter children with disabilities at school.



**idea** *Egyesület az Inklúzióért* (“Association for Inclusion”) conducts hands-on classes in kindergartens and schools, where children without disabilities can experience – for a couple of minutes – what it is like living with physical limitations. We also organise inclusive playdates between abled and disabled children’s groups.

**actors** The majority of participants are children without disabilities aged 6 to 10-years-old. We work with the children in their schools and kindergartens. Their teachers and parents learn from the activities and children’s narrations. Each year, we also organise and engage 3 to 4 groups of children with and without disabilities in the inclusive play programme.

**impact** *Egyesület az Inklúzióért* breaks down barriers, anxieties, and taboos about disabilities for children and adults. The children are happy to talk about their experience and share their feelings. In the inclusive play programme, the children connect and notice their similarities, not only their differences.

**transfer** With additional support and a programme network, *Egyesület az Inklúzióért* has to the potential to assist parents organise the classes and play programmes in different regions. Inclusive play events could also turn into larger school projects with more collaboration for and between children of all abilities.

# Banyaerdő – Social Enterprise

NOMINATED

**challenge** Women in Dencsháza are excluded from the primary labour market due to limited job training and educational opportunities. In marginalised villages and rural communities, there are very few employment possibilities outside of the national public work scheme. Local businesses also have limited market access outside of their villages and regions.



**Country**  
Hungary

**Region**  
Baranya

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Work, Poverty,  
Community development

**Organization**  
Udvarom Szociális  
Szövetkezet

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**idea** *Banyaerdő* connects local expertise to create and sell products from the natural resources of rural Dencsháza to urban markets. We work in harmony with the community and natural resources of Baranya county. Our products are based and collected from the forests and fields of the village. Our business model ensures fair wages and equal partnership between community stakeholders.

**actors** The target group of the project are socially marginalised communities, particularly Romani women. *Banyaerdő* has collaborated with this community for many years through local community-building projects. Our team and programme work together with the municipality and schools of Dencsháza, as well as Mecsekerdő national park.

**impact** Within less than a year of *Banyaerdő*’s launch, we developed our products into a brand and sell our products in Budapest. We also created partnerships to wholesale our products directly with Michelin-star restaurants. As the community of Dencsháza helped design and improve *Banyaerdő* since its initiation, the local community feels a sense of ownership of the business.

**transfer** *Banyaerdő* can be implemented in other regions with forests and agriculture. The project can also be successful in places where foraging is permitted.



# Care Leaver Mentoring

NOMINATED

**challenge** Children and adolescents who grow up in statutory care are highly vulnerable and disadvantaged. At the age of 18, they must leave their care home and manage their lives on their own. The project provides young people aged 15 and over with a long-term, reliable mentor: a volunteer to guide their transition out of statutory care.



**idea** Trained volunteers support young people leaving state care as caregivers in difficult life situations. The exchanges begin early in their adolescent years while the young people are still in the care of Volkshilfe Wien. The *Care Leaver Mentoring* programme provides long-term support for a successful transition out of statutory care with professional assistance and guidance.

**actors** The programme works with children and adolescents who grow up in statutory care of Volkshilfe Wien. Volunteer mentors and the project team meet the young people regularly for workshops and recreational activities such as pizza, bowling, and billiards. These interactions with volunteers motivate the youngsters to join and participate in the mentoring programme.

**impact** The programme and activities have impacted the young people in Volkshilfe Wien care, including young people who are suspicious of new relationships. Care Leaver mentors help the young people with their homework, accompany them to appointments, or are just there to listen. The *Care Leaver Mentoring* programme provides resources that are rarely available outside of statutory care.

**transfer** Project management and coordination are vital to the programme's implementation and success. The programme is transferable to any child and youth welfare institutions in Austria and abroad.

# Child in Focus

NOMINATED

**challenge** Almost half of all couples in the Czech Republic end in divorce. Divorce is often accompanied by lengthy disputes; parents fail to communicate with one another. Children often become intermediaries between their parents; this conflict affects their psychological and physical health.



**idea** Through the *Dítě v centru zájmu* ("Child in Focus") programme, parents can see the disputes of their divorce through the eyes of their children. From this perspective, they are motivated to find solutions that will relieve their children. The programme includes both parents' families – new partners, grandparents and others who are important to the families' communication.

**actors** We support children to share their needs safely. Parents are also motivated to take an active role in this situation – the court does not solve all problems; parents must change their views of the conflict. *Dítě v centru zájmu* provides divorced parents a space to share their experiences in group therapy, learn to appreciate the other parent, and to communicate non-violently.

**impact** In 2018, we published the book "Kamil – the Green Chameleon," which offers a revolutionary view of parental disputes through the eyes of an affected child. We also organise seminars for advisory institutions. We have successfully worked with more than 150 individuals.

**transfer** The core philosophy and approach of the programme can also be transferred to any counselling programme with clients or in couple's therapy. Practices from the programme, such as reflecting conversations or speed dates, can be applied to any programme.

# Craftistas – Women's\*Workshop

NOMINATED

**Country**  
Austria

**Region**  
Vienna

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Community develop-  
ment, Migration

**Organization**  
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Offene  
FrauenWERKstatt

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**challenge** Women\* are often marginalised in society, especially if they face financial challenges, disabilities, etc. Immigrant women\* feel isolated navigating their lives in a new country and language. This project breaks this cycle with an open space to connect women\* with opportunities for support, cultural exchange, and new skills.



**idea** *The Craftistas – Frauen\*Werkstatt* ("Craftistas – Women's\*Workshop") was created as an open space for women to learn and exchange languages, culture, and handicrafts together. We work together with refugee women\* to develop and organise events. Our project is community-driven: we work together with refugee women\* and lead outreach in public spaces, such as supermarkets, pharmacies, etc.

**actors** The project is organised by a core group of refugee women\* from different countries, who plan meetings and activities. The Craftistas team supports these initiatives, we also invite female experts to lead workshops and counselling.

**impact** Past participants had positive experiences in the programme and gained new knowledge with the newcomers. Our activities focus on the everyday lives of the participants. These new skills improve the participants' self-confidence, introduce new cultures, and solve difficult challenges.

**transfer** The project began initially as a six-month project and continues to expand. While cooking in the workshop, the path to the grindstone, to machines and tools is not far. Women\* who cook can repair lamps or sharpen kitchen knives. New perspectives are developed, curiosity evoked, minds are opened, self-confidence improved, and new skills emerged.

# FaltenrockFM

NOMINATED

**Country**  
Austria

**Region**  
Vienna

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Awareness raising,  
Health, Art

**Organization**  
Caritas der Erzdiözese  
Wien (Caritasverband)  
gemeinnützige GmbH

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**challenge** Who, if not older people, have stories to tell and share? Unfortunately, they are rarely represented in public and have hardly any opportunities to participate in social discourses. In most cases, the elderly are only ever spoken "about", but rarely does anyone take the time to speak "with" them.



**idea** *FaltenrockFM*, the podcast from the nursing home, connects the past and present. It makes the wisdom and serenity of old age accessible to young people and those young at heart. All episodes are based on the stories and experiences of our residents; we also provide a different view of the here and now.

**actors** Every week a small team of radio and podcast enthusiasts meet and produce new episodes with residents from three Caritas nursing homes in Vienna. With a microphone and a recorder in hand, they roam the houses and collect perspectives on the themes from the team's joint editorial meetings.

**impact** With *FaltenrockFM*, we give seniority a voice and convey the perspective of people in need of care to a broader audience. Undisguised, without glorification, and with humour. Our residents not only have their say, but they also produce some of the material themselves, gather new experiences, and create space for exchange.

**transfer** The simple production and availability of podcasts makes this medium an ideal tool for social issues outside the mainstream. The participation and involvement of the target group in the production process create new perspectives between the project team and its listeners.



# In the Present for the Future – Together With Parents for Children

NOMINATED

**challenge** In segregated regions of Hungary, communities face poor infrastructure and opportunities for professional training. This lack of job skills keeps individuals and families limited to part-time or undocumented jobs. Parents who have not received an education cannot teach important educational skills to their children.



**idea** Our initiatives are ineffective if marginalised communities do not have a chance to try and bring their skills to the workforce. We work with parents to create jobs and develop new skills. This sets an example to their children and paves the way for more opportunities in their future.

**actors** We work with local communities to solve local issues. The project is within the community because all of its elements are connected with local needs. Through our work, we can reach 85% of children ages 6 to 18 living in the village; several parents are also working at our foundation as a full-time or part-time employees.

**impact** Our project has taught our participants new life skills and improved stability. Many of our participants express a desire for further education. Our participants are also working with us some of whom are former students of our after-school programme.

**transfer** This project can be implemented in other regions facing the same or similar challenges with families and children. This project can serve as an example to develop complex strategies to support families and communities in poverty.

**Country**  
Hungary

**Region**  
Hajdú-Bihar

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Work, Poverty,  
Leisure education

**Organization**  
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# Ízlelő

NOMINATED

**challenge** Hungary has one of the highest unemployment rates for individuals with disabilities in the EU. Only a third of this community find work; two-thirds of this work is segregated and often in minimum-wage manual labour, regardless of the person's skills.



**Country**  
Hungary

**Region**  
Budapest, Tolna

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Work, Disability, Profes-  
sional qualification

**Organization**  
Kék Madár Alapítvány

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**idea** *Ízlelő* was founded as a restaurant in 2007 to offer an opportunity for disabled communities to work. The project works together with social workers and disabled communities to plan their careers while working for a fair wage. The restaurant's training and operational structure were designed in cooperation with a social worker to ensure that everyone can work in all roles.

**actors** We work together with communities with disabilities and NGOs. *Ízlelő* is operating in municipality-owned buildings that were rented to us for long term use. Our business model is supported by Franchise Alliance, who helped us to develop our social franchise model and connect us with investors.

**impact** We started *Ízlelő* from six employees with disabilities to currently 34 employees with competitive salaries. *Ízlelő* has two locations in Szekszárd and Budapest; we are also planning to open two new restaurants. *Ízlelő* won many awards, but our greatest impact is the satisfaction of our employees.

**transfer** Since our founding in 2007, we have expanded the restaurant three times and opened a second location in Budapest. The restaurant is currently operated as a social franchise; the *Ízlelő* business model can be implemented in other regions.

# Labor Café – Sustainable Society

NOMINATED

**challenge** The traditional economic system based on growth and consumption has proven to be unsustainable. The foundation of a sustainable economy and society is a community of solidarity and cooperation. Our real, functioning communities have collapsed and our relationships have become trapped in online spaces.

**Country**  
Hungary

**Region**  
Szabolcs-Szatmár-Bereg

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Adult education,  
Leisure education,  
Community development

**Organization**  
Tabulapláza Alapítvány

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laborcafe



**idea** Labor Café is a donation-only café and open community space run by a local community cooperation of volunteers, which helps others understand the power and impact of individual responsibility and collaboration. It is a place for and with you. The motto of the charity café is: “Take your share, add your own!”

**actors** Our target group is the local community, especially high school students. The local community is an integral part of the project; it helps with donations and participation. The solidarity in the space and its community motivates the local community to contribute their own ideas.

**impact** Through the project, we have created a local network of hundreds of people who are involved in local initiatives or created new ones. The Café is a local community space and an opportunity for self-organising.

**transfer** From the project, we have developed a social franchise model which is successfully implemented in several locations in our region of Hungary. Our goal is to create a network of Labor Cafés with new self-organised, sustainable community spaces and communities both in Hungary and internationally.

# lebensM

NOMINATED

**challenge** Communities with disabilities face tremendous challenges in finding and securing a job. In addition, they face discrimination and social isolation. Many small towns no longer have local suppliers, produced goods are not available locally, and shoppers must drive to receive these local goods. Thanks to *lebensM*, a small Tyrolean village once again has a café, a shop with regional products, and job training programme for people with disabilities.

**Country**  
Austria

**Region**  
Tyrol

**Sector**  
Commercial enterprise

**Fields of action**  
Disability, Professional qualification, Regional development

**Organizations**  
MPREIS,  
Lebenshilfe Tirol

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news/lebensm-moetz



**idea** *lebensM* offers traineeships for communities with disabilities at Lebenshilfe Tirol and MPREIS stores. Social workers and store staff support the trainees. At MPREIS, we work together with social workers to support the project. The social worker creates accessible training materials and accompanies trainees who intend to transition into working in an MPREIS store.

**actors** *lebensM* works with communities with disabilities, the staff of Lebenshilfe Tirol, and MPREIS. Lebenshilfe Tirol and MPREIS offer work and teambuilding activities. We also work with store customers and municipal representatives. For example, *lebensM* has launched a programme for trainees to deliver groceries to elderly individuals.

**impact** People with disabilities are included in the economy instead of an isolated workplace. This inclusion dramatically increases their opportunities in the job market. In the small town of Mötz, the project provides an eco-friendly supply of local groceries, but its interactions and exchange also foster a supportive social environment.

**transfer** Every part of the project can be implemented in other regions and contexts. MPREIS and Lebenshilfe Tirol are planning to create further training opportunities and pathways for employment.



# Locals for Locals – Inclusive Neighbourhoods

NOMINATED

**challenge** Over 23,000 people in the Czech Republic are homeless; thousands more live in hidden homelessness in shelters and hostels. The needs of these communities are usually addressed only from institutions. This disconnect contributes to social exclusion and isolation. Furthermore, people who would offer their help lack the training, information, and platform.



**Country**  
Czech Republic

**Region**  
Prague

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Disability,  
Awareness raising,  
Leisure education

**Organization**  
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**idea** *Sociálně přívětivé sousedství* (“Locals for Locals”) integrates and brings direct support to the daily lives of local communities through a platform to connect those who can help with people in need. This solidarity reduces social exclusion and divisions between marginalised communities and society. The result of the programme is a neighbourhood, which can support anyone in need.

**actors** For the first time in the Czech Republic, commercial businesses, social services and the public cooperate to offer direct assistance to people in need. Cafés, shops etc. offer small free services (e.g. water, access to toilets), the public can also pre-pay a voucher for coffee, meals, events, etc. Social services distribute this information to people in need.

**impact** The project network is a courageous and creative addition to institutional social services. The platform creates social bonds among different communities. People in need can find support where they live. This impact flourishes with its direct “bottom-up” approach; it does not connect “programme clients”, but neighbours, acquaintances, and friends.

**transfer** The *Sociálně přívětivé sousedství* network operates only in Prague, but its values and expertise can be further expanded in other cities and countries. The project has the potential to become an example of social inclusion in other municipalities and is also relevant for other target groups.

# Marginalised Communities as Co-Teachers

NOMINATED

**challenge** The perspectives of the marginalised and excluded are missing from social work education and training at the university. These same communities also do not have access to academia. Their voices are not represented; this exclusion is reflected at the university and in social service institutions.



**Country**  
Czech Republic

**Region**  
Moravian-Silesian  
Region

**Sector**  
Public Administration

**Fields of action**  
Work, Non-formal  
education, Higher  
education institutions

**Organization**  
Fakulta sociálních  
studií, Ostravská  
univerzita

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**idea** The project offers lessons and interactions from marginalised communities at the Faculty of Social Sciences of the University of Ostrava. The programme is an opportunity to develop skills as “co-teachers” for individuals who are often excluded from jobs in the labour market. These lessons also deepen the students’ and co-teachers’ relationships and perspectives of social work.

**actors** Marginalised communities who use social services serve as “co-teachers” at the university. They share their life experiences with students through storytelling to help them identify the needs of people in difficult life situations. The co-teachers also prepare students for their work with discrimination, drug use, homelessness, etc.

**impact** Social work students are better prepared for their jobs and field of practice. Marginalised communities are offered prestigious work opportunities at the university; they improve their self-confidence and quality of life.

**transfer** Sharing the experiences of the marginalised can be applied to plan local and regional social services to end discrimination and social stigma. As of this year, the co-teachers will represent the needs of disadvantaged communities and assist community building in the Moravian-Silesian Region.



# My House Is Your House

NOMINATED

**challenge** Marginalised families and children of northeast Hungary are isolated from educational resources and opportunities. Rural schools are underfunded with little to no resources for social support; children and adolescents risk ending their education.

**Country**  
Hungary

**Region**  
Borsod-Abaúj-Zemplén

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Family,  
Leisure education

**Organization**  
InDaHouse Hungary  
Egyesület

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**idea** *Az én házam a te házad* (“My House Is Your House”) under the InDaHouse Association of Hungary created and built a volunteer and children’s centre to alleviate child poverty in one of the poorest regions of Hungary. Volunteers and community members tutor and mentor the children in the village of Pere. *Az én házam a te házad* also holds weekly personalised support sessions in schools.

**actors** *Az én házam a te házad* works with the community and schools of Pere. We also work with corporate teams and individuals as project sponsors and volunteers. Parents are also involved, two fathers with children in the programme drive children from nearby villages to classes at the school.

**impact** The volunteer and children’s centre is built from the trust and cooperation of the local community. *Az én házam a te házad* has reached 100 children from the surrounding villages. Volunteers can stay in the guest house during the weekends; they can also hold workshops for the children in our programme.

**transfer** The project models of fundraising, volunteer recruitment, and work can be implemented anywhere. Any organisation who is committed and dedicated can carry out a similar project.

# Paint it Back

NOMINATED

**challenge** With the loss of forests, we are losing our largest natural allies in the fight against climate change. The global rise in temperatures and droughts caused by climate change create devastating losses with catastrophic consequences.

**Country**  
Croatia

**Region**  
throughout Croatia,  
Split-Dalmatia County,  
Zadar County

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Awareness raising,  
Environmental protection

**Organization**  
Savez izviđača Hrvatske  
(The Scout and Guide  
Association of Croatia)

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**idea** *Boranka* (“Paint It Back”) is the largest volunteer-led wildlife reforestation initiative in Croatia. We aim to restore areas and forests destroyed by wildfires. We also lead public awareness programmes for the public and children in schools about the importance of forests, fire prevention, nature conservation, and the effects of global warming.

**actors** *Boranka* has partnered with the Scouts Association of Croatia, as well as the mountain rescue service, firefighting association, and forestries in Croatia. These partners help organise restorative planting, prepare equipment, organise volunteers and educational initiatives. The project also works together with diverse stakeholders, such as ministries, embassies, companies, and public institutions.

**impact** *Boranka* has become the largest volunteer reforestation campaign in Europe and the most awarded non-profit campaign in Croatia. More than 6,200 volunteers participated in 18 *Boranka* reforestation events. In addition, *Boranka* has planted 65,000 trees, and over 10,000 children have attended its educational programmes.

**transfer** The entire *Boranka* project concept, such as planting and educational activities, can be implemented in other regions or countries. The concept to expand *Boranka* is currently being developed. The Scouts Association of Croatia is working with scouts associations from EU countries who are interested in organising similar initiatives.

# Pre-Professional Internships for Nurses

NOMINATED

**challenge** By 2035, people aged 60 years and over are expected to become a third of the population of the state of Lower Austria. In contrast, there is a shortage of geriatric nurses and care professionals. This shortage is also due not only the social image of the job, but also a fear of the conditions of geriatric nursing.



**Country**  
Austria

**Region**  
Lower Austria

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Professional qualification, Higher education institutions, Care

**Organization**  
Haus der Barmherzigkeit Stephansheim

**In cooperation with**  
Schule für allg. Gesundheits- und Krankenpflege Horn

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**idea** *Präpraktikum für Pflegefachkräfte* (“Pre-Professional Internships for Nurses”) aims to prevent early dropouts of prospective nursing students. Trainees are often deterred by a lack of preparation of “real situations on the ground” of geriatric nursing and end their education. The project offers practical experience in a guided learning environment.

**actors** After four months of in-class lessons and training, the nursing students work at St. Stephen’s Nursing Home with their teachers to learn the diverse tasks of long-term nursing care. The students’ fears and anxieties are reduced through their contact with the elderly people of the nursing home.

**impact** According to the results of our questionnaire (with an 80% response rate), more than 50% of our trainees since 2017 had a positive experience in the programme. The programme also significantly reduced their fears of geriatric patient care. Nearly 50% of newly recruited nurses in 2019 are *Präpraktikum für Pflegefachkräfte* trainees.

**transfer** The project structure of the St. Stephens’ Nursing Home traineeship programme will be extended in cooperation with other partners in the next few years. The Haus der Barmherzigkeit (House of Mercy Catholic Charity) operates four nursing homes in Lower Austria and will implement the programme at these facilities with regional nursing schools.

# PUNKT Social Restaurant

NOMINATED

**challenge** Individuals and communities with disabilities in Croatia face difficult challenges in finding work. The elderly and long-term unemployed are also isolated from society and without the resources to build an income. Our project helps disabled communities to find work where they can grow and contribute their skills in society.



**Country**  
Croatia

**Region**  
Istria County

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Work, Disability, Awareness raising

**Organization**  
PUNKT d.o.o.

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**idea** *PUNKT* connects disabled communities in Croatia with work in the food service industry and offers home-cooked meals at affordable prices. Our business provides care and improves the quality of life for the most vulnerable in society.

**actors** The project involves the whole community. Our customers who order our products directly contribute to the project’s development. Our services are carried out by those in the most disadvantaged positions: communities with disabilities, the long-term unemployed, and older people.

**impact** *PUNKT*’s social impact lies in its community outreach and social entrepreneurship model. Over 120 people with disabilities are involved in the project. Customers receive high-quality food service served in an innovative and compassionate approach.

**transfer** It is possible to transfer and implement the project to other social environments, contexts, and regions. This model of work can and should be conducted in all businesses, but it is unfortunately not the case. We, however, have proved that it is possible to implement this social model to the satisfaction of all members of the local community.



# Replug me

NOMINATED

**challenge** Exhaustion, burnout, and loneliness have become a problem in our digital age. 44% percent of employees feel distracted and pressured to respond to online notifications; more than 20% of children in the Czech Republic feel exhausted from social media. *Replug me* helps children and adults to find balance and well-being in the digital world.



**Country**  
Czech Republic

**Region**  
throughout Czech Republic

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Awareness raising,  
Health

**Organization**  
Replug me

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**idea** *Replug me* is the first Czech project to educate and support healthy digital practices. We work with the public to cope with digital burnout. *Replug me* offers workshops, educational strategies, and support in schools and companies. We also created family circles to improve communication and set rules for digital usage at home.

**actors** We work with children, schools, families, and companies to develop strategies against digital burnout and addiction. *Replug me* provides workshops for the public. We also work with companies and guide managers and employees on the effects of digital burnout to improve productivity, soft skills, and creativity.

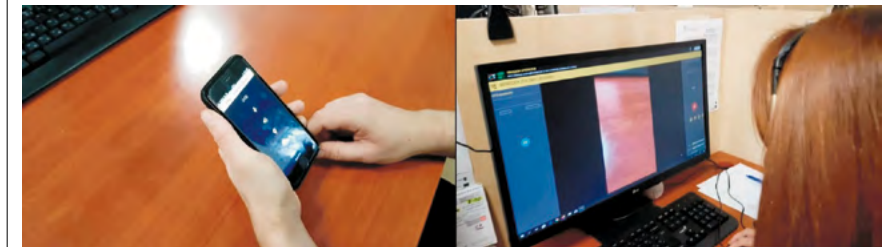
**impact** We reached 6,500 people from school children to families to companies in 2019. We are the first and only project in the Czech Republic dedicated to digital well-being. *Replug me* is one of the top 5 national projects with the largest impact on society awarded by the Association of Social Responsibility under the UN Global Compact in the Czech Republic.

**transfer** The principles of *Replug me* can be used in schools, for families, and companies to improve digital well-being. Replug me also organised workshops in Indonesia for schools and companies in 2017.

# TÁVSZEM – Remote Eye

NOMINATED

**challenge** Blind and visually impaired communities need additional help which leads to less quality time with relatives or friends. On-site professional assistance is often limited. Through the *TÁVSZEM* (“Remote Eye”) app, the physical presence of a caregiver at all times is not needed; the app connects the blind and visually impaired to “see” with the assistance of an operator.



**Country**  
Hungary

**Region**  
throughout Hungary

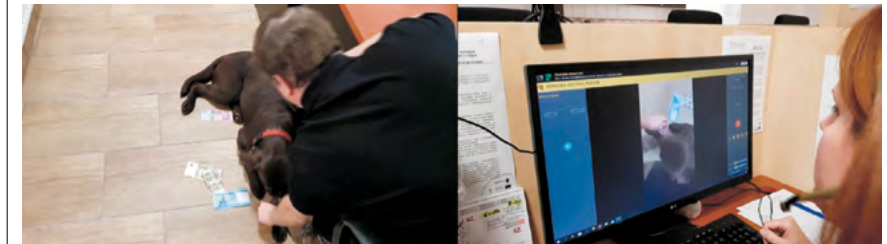
**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Disability, Professional qualification

**Organization**  
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**idea** Individuals with vision act as the “eyes” for blind or visually impaired users through the *TÁVSZEM* app and a smartphone camera. The trained operators direct and inform the user by describing what is seen around them.

**actors** The target group of *TÁVSZEM* are blind and visually impaired individuals living in Hungary. We work together with project stakeholders to design the app and services; they also teach others how to use the app and train *TÁVSZEM* operators.

**impact** Nearly a thousand people have used *TÁVSZEM*; its users are continuously growing. The app is exceptionally time-efficient and available free of charge in Hungary. With *TÁVSZEM*, smartphones and the internet open up the world and improve the quality of life for blind and visually impaired individuals and communities.

**transfer** *TÁVSZEM* can be expanded to Hungarian-speaking, blind and visually impaired communities living outside of Hungary, and later be further implemented internationally. *TÁVSZEM* would require stable technological and registration conditions, as well as trained operators with foreign language skills.



# Trauma Surviving and Hope

NOMINATED

**challenge** Teenagers who fled from humanitarian crisis hot spots experience trauma and post-traumatic stress. Countries along the West Balkan route, including Croatia and Austria, do not have a psychosocial support strategy to support young people with trauma. This gap also includes care and response to trauma and post-traumatic stress for local teenagers.



**Country**  
Austria, Croatia

**Region**  
throughout Austria,  
Sisak-Moslavina County,  
Split-Dalmatia County,  
City of Zagreb

**Sector**  
Civil Society  
Social Economy

**Fields of action**  
Migration, Victim  
support, Psychosocial  
impairments

**Organization**  
ACT NOW,  
Projektgruppe "Trauma  
Surviving and Hope"

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trauma-support  
/booklets/

**idea** *Hoffnung für traumatisierte Teenager* ("Trauma Surviving and Hope") offers free, accessible booklets to inform teenagers and their caregivers on trauma and post-traumatic stress. The programme was founded and created by a multi-cultural volunteer expert group who provide multi-lingual and cultural perspectives. The programme is also integrated with local municipalities through the Now Mayors network.

**actors** Teenagers who are 12 years old and older are the primary target group. The teenagers participate in the programme's project design and give feedback on the booklets. This intervention strategy allows them to engage with the brochures and/or professionals (teachers, social workers, etc.) working with the young people. The Now Mayors Network is also a key support for sustainable local implementation.

**impact** We have reached hundreds of teenagers and professionals who realized that they are not alone. The programme works with trauma under the "do no harm" principle. Experts and local decision-makers both agree for the need for transnational strategies to address trauma.

**transfer** The programme can be implemented in other regions and contexts: the concept is designed to work effectively in scenarios where location, documentation status, and community affiliation can change rapidly. The programme embraces cultural, religious, and linguistic diversity, as reflected in the programme's expert advisory group.



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