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European Regional
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IN SITU



PRIORITY: INNOVATION AND KNOWLEDGE DEVELOPMENT

Introduction

The economic crisis affected the markets globally and drew attention to searching for new possibilities for employment and increasing of resilience of businesses. All of the above are focused on ensuring the welfare of the society. The importance of social innovation addressing social, economic, political and environmental challenges of the 21st century has been recognized not only within the Europe 2020 strategy, but also on a global scale. In the face of the social shift from an industrial society to knowledge and service economy and the profound change, this entails in the economic and social structures of modern society, there are many indications signalling a fundamental shift in the innovation paradigm that can be detected.

New economic sectors and industries are increasingly determining the look of the economy and society and are changing the modes of production and innovation. Challenges such as ageing population, migration, all kinds of crisis situations or climate change entail social demands and action, for which traditional ways, in which markets, states, and civil society responded so far, are no longer sufficient. At the same time, technological innovation encounters limitations when it comes to resolving pressing social challenges.

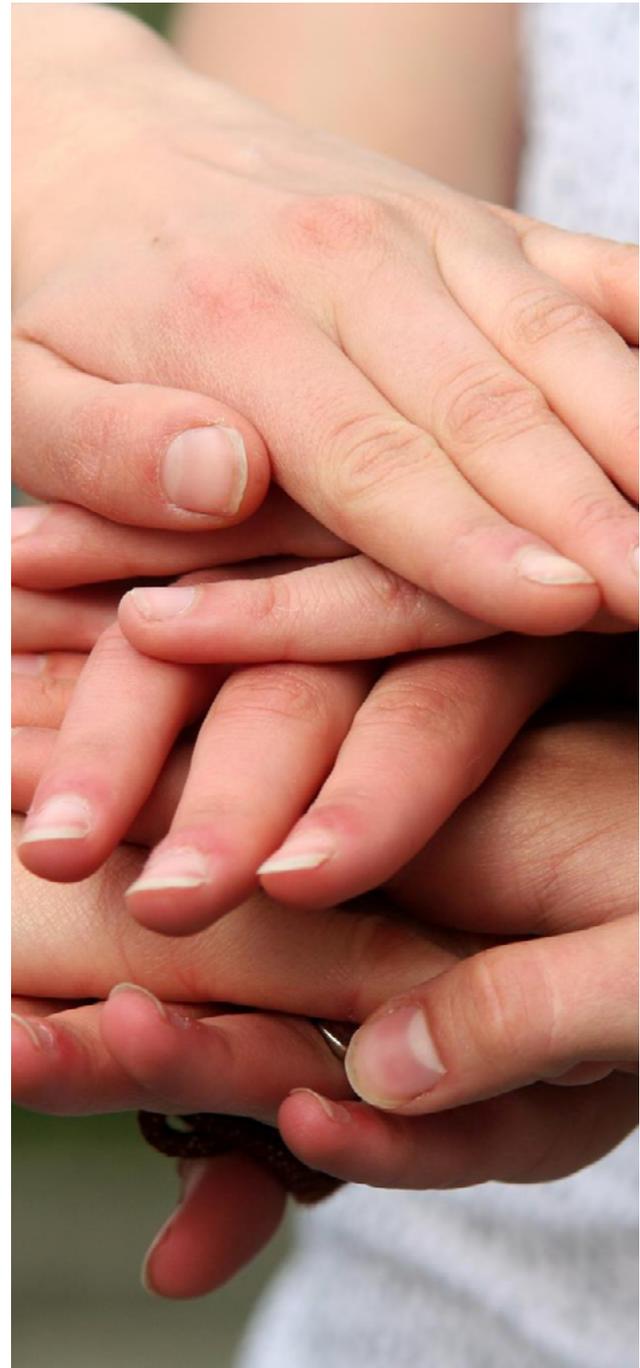
Social innovation can be interpreted as “a process of collective creation in which the members of a certain collective unit learn, invent and lay out new rules for the social game of collaboration and of conflict or, in a word, a new social practice, and in this process they acquire the necessary cognitive, rational and organizational skills”. Social innovation should become a part of a new culture of empowerment which is central to create major social change. Therefore, social innovations need to mobilise citizens to take an active part in innovation processes and thereby enhance society's generic innovative capacity.

One of the tools supporting development of social innovations is social entrepreneurship. Social entrepreneurs and the social enterprise are the actors driving social change through innovation. The fact that the expression “social innovation” made a popular entry on the scene and has pushed back the use of social entrepreneurship to some degree reflects the recognition that social entrepreneurs are not the only actors bringing about social innovation. Governments, academia, businesses and large NGOs are discovering the potential for driving social change through innovative approaches either by themselves or in cooperation with social entrepreneurs. Social enterprise can come in va-

rious legal forms, for profit, not for profit or a combination of both. Most social entrepreneurs set up a variety of different legal entities to suit their hybrid structures. However, a rising number of social enterprises, those more accurately called social businesses, are aiming for or already achieving a small profit, as they address a societal objectives as their main mission. The key aspect is that the organization maximizes social value creation while making the financial return acceptable.

[This booklet presents some success stories of social businesses ideas and concepts which were developed by the participants of the first training cohorts in our project. Depending on the region of origin, they address different issues, as all members of the partnership identified different kinds of needs. We are pleased to invite you to follow our websites and social media channels.](#)

IN SITU Team



Project Partnership



AUSTRIA

- Board of Education for the City of Vienna
- Vienna Business Agency



CROATIA

- City of Rijeka
- Science and Technology Park of the University of Rijeka



GERMANY

- Stuttgart Media University
- Stuttgart Region Economic Development Corporation



ITALY

- Veneto Region
- ENAIP Veneto Social Enterprise



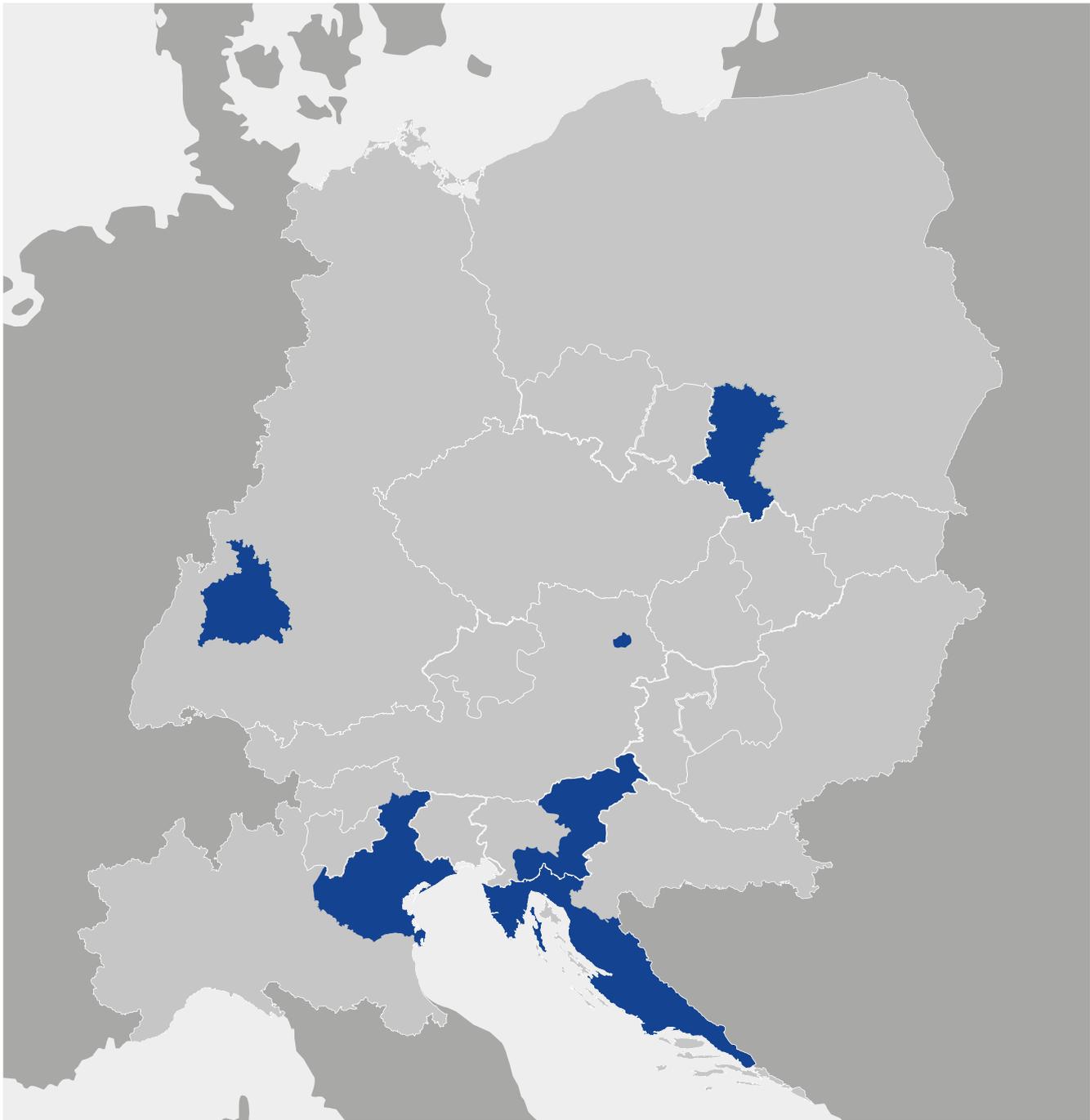
POLAND

- Silesia Region
- WSB University



SLOVENIA

- PRIZMA Foundation for Improvement of Employment Possibilities
- OZARA d.o.o. Service and Disability Company





Stückweise / Gaisburg

Swetlana Tschulkow

Studied graphic design and lives in Böblingen near Stuttgart. She used to work as a marketing manager and is currently reorienting herself professionally. To help her with her future plans she decided to participate in the training program “Empowered by Entrepreneurship” which took place from October 2020 in the Stuttgart Region. Here she was able to learn a lot about developing business ideas, about orderly financial planning or about networking in real and virtual life.

The idea for a new business was initiated by her beloved dog: Swetlana and her partner had not used conventional shampoo in plastic bottles at home for washing their hair for a long time, they had switched to shampoo bars. However, their dog's fine hair collected in them, which was decidedly unhygienic. „And so my partner and I started experimenting to see if and how this problem could be solved for us.” As part of the Empowered by Entrepreneurship programme, Swetlana developed the idea for small, solid shampoo tablets that are first lathered up in the hand and then used to wash the hair. The small size of the bars gave the name „stueckweise” (part by part). The prototypes are already being tested and so far the feedback is extraordinarily good. The aim is to develop a con-

sistent and appealing brand, a perfect texture for the shampoo bars and hence to become part of the solution for a sustainable world.



@Stueckweise.de



www.stueckweise.de

Jürgen Brand

After being a journalist for more than 30 years, Jürgen Brand left his employer, a large regional publishing house, a few months ago in the course of restructuring measures. He took the opportunity and applied for the training program “Empowered by Entrepreneurship” in the Stuttgart Region. The knowledge he gained in the program helped him to found his own journalism bureau. His idea is to offer reliable and sustainable journalism, workshops and consultation on all aspects of journalism and media. This includes for example writing professional articles as a freelancer including research, fact check and of course the actual writing. The workshops will be targeted at Communication agencies and press offices as well as companies wanting to offer their employees a special incenti-



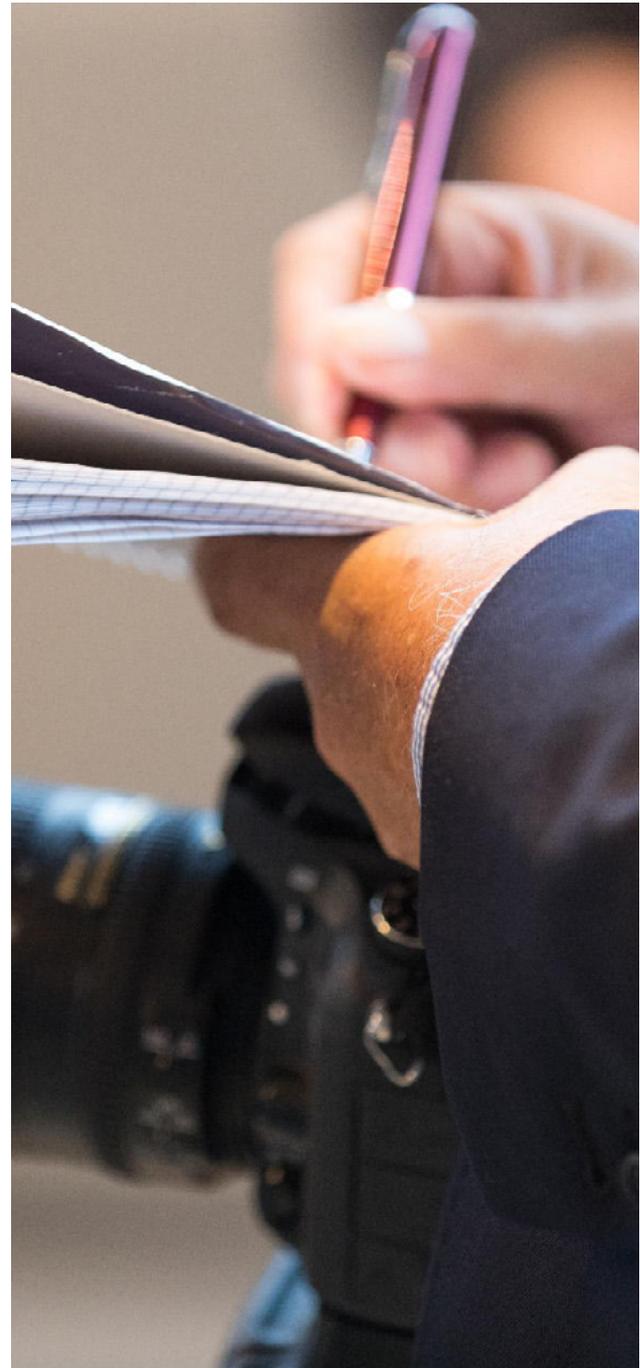
ve day. Here one can be a journalist for a day, from the editorial morning conference to the afternoon deadline, discovering topics and planning, researching and producing them for the newspaper page, the blog, the online portal. Learning a lot about the day-to-day work of journalists throughout the day will certainly improve the understanding of how journalism works. At the end of the day, the aim is to have a finished product in the form of a printed page or publish it as a podcast, video or multimedia online contribution on an existing blog. As a professional with a lot of experience Jürgen is keen to support people in discovering their stories, giving them a voice and finding the right channels for them.



@gaisburg



www.juergenbrand.de





Shades tours

Perrine Schober

— Author(s) of the business idea / initiative

SHADES TOURS was founded in Vienna in 2015 by Perrine Schober.

— Product / service to be delivered

Providing socio-political guided educational walking tours on polarizing issues such as poverty & homelessness, refuge & integration, and drugs & addictions.

— Customer identification / Market need / Market niche

50% of the customers are schools which shows that these tours are very much into educational. 30% are interested individuals and 20% of the customers come for team outings. Almost 95% of the tours however are guided in German.

— Innovativeness of the idea

The special thing about the tours is, that they are all guided by affected people and therefore is SHADES TOURS the only Austrian company actively employing homeless, refugees and former addicts.

— Durability of the initiative

SHADES TOURS was launched in autumn 2015, started its wider operations in 2016 and grew until 2020, before being badly affected by the Covid19-pandemy. However, with the opening regulations, SHADES TOURS is back, but with a smaller team to start with.



@shadestours



/shadestours



www.shades-tours.com





TAILOR-MADE ART TOOLS / from disability to ability

Nadja Dodlek

The social initiative was developed by Nadja Dodlek, the art professor who has for several years been working as art therapist for adults with mental and physical disabilities. Some of the adults Nadja works with have the inability to hold things normally. Because commercial art tools do not work for their individual grip problem, they cannot paint at all. This limits the persons' potential and their full inclusion in our community.

A market research namely showed that there are also no suitable solutions offered. Therefore, Nadja developed DIY painting tools, made in combination of wooden sticks, plastic tubes, soft balls, etc. Innovative ideas solved the problem quite successfully, but Nadja decided to make a step further. She wanted to create a tool that would be lasting, personalized and environmentally friendly.

The main idea was to find out how all this could be developed using high-tech knowledge. So, in the IN SITU programme, she focused on two big challenges – the exploration of technical possibilities

and developing of an appropriate business model. With the support of the Kreator Lab Maribor she was soon able to produce the first prototypes and learned about further challenges she needs to work on.

The plan is to raise funds through a »Buy Me a Paint Brush« initiative, as users cannot afford to buy her expensive assistive art tools. As a support idea she also started developing an open source platform that unites solution creators (creatives) and solution seekers (disabled people, their assistants), as well as supporters of development and implementation.

In the future, as an ambassador, Nadja would like to build new bridges in understanding the problem of people with disabilities in relation to art.





Sabina's BUGS



Sabina Petek

Sabina Petek has developed her business idea from a hobby. Her passion are exotic animals. She has got several lizards, spiders, and invertebrates. Many of these animals eat live food – different sort of bugs and other insects.

In search of quality live food for her pets, she has often found it challenging to get information on how the insects were bred, were they given growth hormones, how long they had travelled before being put to the shelf,... The solution was at hand. Sabina decided to start breeding bugs for the pets on her own. Bugs eat fruit and vegetables, and after doing some research she has discovered that large quantities of those are sadly still being wasted. The food may not look attractive enough for the consumer, but is still perfectly nutritious for her insects. So eventually the hobby has grown into a small business.

At Sabina's bugs, the owners of exotic insect-eating animals get sustainably bred healthy live food for their pets. Bugs are fed mainly with locally produced organic food. Currently her customers are individual pet owners, pet shops and zoos in Slovenia.

Sabina now works on increasing the breeding capacity as well as diversity of insects and plans to enter nearby foreign markets. Since the insects are becoming a popular source of protein supplements also for humans, this opens new windows of opportunities for her business to grow.



@sabinas.bugs



[www.sites.google.com/
view/sabinasbugs](http://www.sites.google.com/view/sabinasbugs)





Veneto region BP



UNA PER TUTTE, TUTTE PER UNA

— Name

translation: ONE FOR ALL, ALL FOR ONE)

— Author

Anonymous (pseudonym Lou Anne)

— Product

Opportunities for women

— Clients

Women victims of domestic violence who want to reintegrate into the world of work and/or experience self-entrepreneurship

— Geo Area

Veneto, Italy

— Value

A protected space where, with the right technical and psychological support, they can meet, create synergies, discover their own potential, experiment with their own business project in anonymity.

Redemption opportunities for women victims of domestic violence. In Italy, only 52% of women work and it is often difficult to re-enter the labour market after motherhood. For women victims of domestic violence it is even more difficult because they have often been forced to leave their jobs, and economic dependence is one of the links in their chain. They are lonely and isolated, they have little energy. Their attempts are sabotaged, sometimes they do it themselves out of fear. In order to find the strength and courage to get out of their situation, they must regain their self-confidence and gain economic independence.

"They are crystal souls in a society of elephants."
"They are able to overcome the highest mountains, but a grain of rice is enough to stop them."

The specialised institutional structures are not able to help them, they often lack sensitivity and the

structures dedicated to them, often insufficient, are not specialised in reintegration into the world of work or in supporting self-entrepreneurship.

ONE FOR ALL, ALL FOR ONE is an incubator where, in a protected space and with the right technical and psychological support, women victims of domestic violence can meet and create synergies, discover their own potential and experiment with their own business project in anonymity. "Alone it is difficult, but together it is possible."



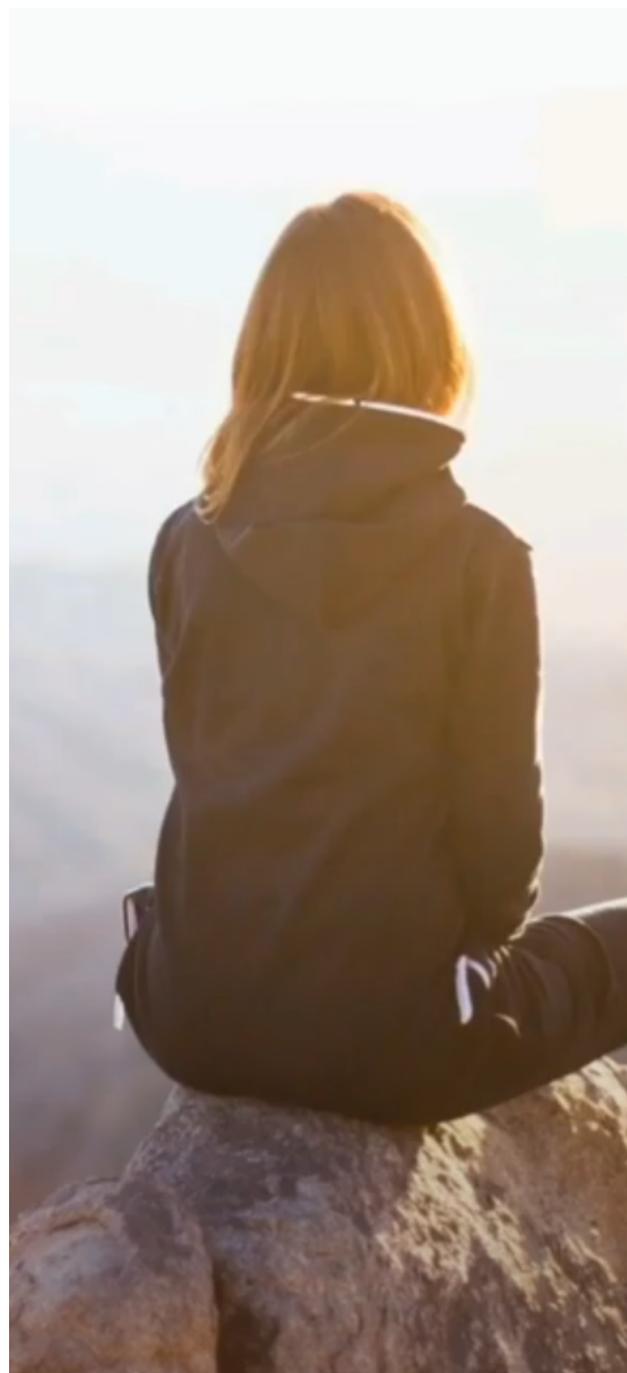
Una per tutte Tutte per una



www.oa.hr



www.gofundme.com



DIMORA 18

— **Name:**

DIMORA 18

— **Author:**

Roberta and her 3 children

— **Product:**

Accommodation for women

— **Clients:**

Young women going to work or study outside and looking for a protected environment where they can live their new life.

— **Geo Area:**

Verona, Veneto, Italy

— **Value:**

A student house, or accommodation designed in a totally innovative way. In addition to the usual services, it offers more; the opportunity to be part of a new family, a protected space. Dimora 18 will be a women-only accommodation, where you can share creative spaces such as a reading and study room, a music room and a small gym.

The accommodation will be able to accommodate up to 10 people.

Dimora 18 was born with the idea of hosting women and students with the desire to live in a place where, in addition to the usual activities, such as working or studying, there will be time and space for creativity and well-being. Dimora 18 is a private house able to accommodate from 6 to 10 women, offering services such as a reading or study room, a music room, a small gym, and a workshop room to organise courses or meetings as well as co-unselling services for guests. It is usually difficult to live away from home, but this place will guarantee to the women who live there serenity and beauty. Dimora 18 is the ideal residence for women who choose to live together, without losing an elegant atmosphere and with many comforts. In beauty the soul is enough...



[www.youtube.com/
watch?v=6wZd-s8ylhs&t=4s](https://www.youtube.com/watch?v=6wZd-s8ylhs&t=4s)







Shelters for birds



— Name of the initiative

Budki / shelters for birds

— Main goal

Increase seniors' activity, positive ecological impact.

— Form of activity

Unknown – or informal initiative, or society, or division of the third age university.

— Description

Intergeneration project with young and seniors, in which they plan and build shelters, find places to locate them and searching the sources of financing all activities. The idea is only seemingly simple to implement - birdhouses must be very carefully made, with appropriate dimensions and construction rules, so that they are a safe nesting place for small birds. An improperly constructed birdhouse can make it easier for predators to eat chicks. Likewise, an inadequate location can do more harm than good.

— Potential way of the development

The initiative is not supposed to be a profitable enterprise, on the contrary, it generates costs for which financing sources must be obtained.

— Opportunities, challenges, threats

During a pandemic, action is absolutely possible - birdhouses can be constructed in-house and hanging outdoors is safe (if careful). The main challenge is to find funds to buy bird boxes or the materials needed to build them. The cost of one is about 10 euros, which is surprising for people who do not know the requirements for these structures, so fundraising must be very well planned, and the explanations detailed and convincing. The great opportunity of the project is the integration of seniors with young people - building bird boxes and placing them on trees is very attractive for children. Seniors, on the other hand, can be mentors, explaining in an attractive way the principles of building and placing bird boxes. This creates a chance for integration between generations, establishing cooperation of many institutions (schools, kindergartens, etc.) and developing relations in the local society.





Eco food



— Name of the initiative

Jemy eko (Eco food)

— Main goal

To provide eco food, to build stable work places for people with mental problems

— Form of activity

NGO's or social business.

— Description

The idea is to create a safe, stable workplace for people with mental problems. Such people are excellent at repetitive tasks such as preparing meals. Under supervision, they can prepare ecological dishes, i.e. dishes that do not require complicated activities. During the coronavirus pandemic, the activity would be to provide take-away catering, after easing the restrictions, it is possible to open a tavern and an organic food store.

— Potential way of the development

The initiative has the potential to transform into a social enterprise. There is a growing interest in organic food and a growing demand for catering services.

— Opportunities, challenges, threats

The opportunity for the planned project is, on the one hand, the interest in organic food, and on the other hand, the growing awareness of the society that it is necessary to help people in a difficult life situation, e.g. with mental problems. The main challenge will be promotion - reaching potentially interested people with information about the existence of the enterprise. It will be necessary to build a recognizable brand and provide ecological products from trusted sources. Competition in the market is a threat. you should try to get standing orders that will guarantee stability - these can be contracts for the delivery of meals to schools or hospitals. Good cooperation with the local government will be of key importance here.





Omni Akademija



Ivan Bavčević, Luka Radiković, David Šegić and Marijan Hodak

Ivan Bavčević, Luka Radiković, David Šegić and Marijan Hodak are the names behind OMNI Akademija, an online and offline platform for self-development and self-help for individuals. OMNI Akademija offers courses in Croatian produced in collaboration with local authors from all walks of life: art, business, sport. New content is being offered/produced monthly.

According to the EU OECD Report from 2018, one in every six EU citizens suffers from emotional and psychological disbalance facing challenges such as anxiety and depression. The cost to treat the mentioned issues is of approx. 600 billion EUR yearly. This means that approx. 700,000 Croatian citizens are facing the mentioned issues costing the Croatian health system approx. 15 billion HRK yearly. Due to the COVID pandemic, these numbers skyrocketed and there is a concrete need for this kind of content.

There are platforms providing similar content, but they are all in English. The goal of OMNI Akademija is to produce content in Croatian, the team's mother tongue, with regional authors that can be understood in the whole region of ex-Yugoslavia.

The platform has been launched and the number of paying members is in constant rise. The OMNI Akademija team deeply believes in regenerative development and a portion of the profits is given back to the community by organizing regenerative development actions such as reforestation, beach cleaning, plastic collecting and similar.



@omniakademija



/OAomniakademija



www.oa.hr



OA - Omni Akademija





The WonderFactory



Paulina Perušina, Anamaria Jurčić and Sabina Arnautović

Croatian representative at the IN SITU Game Changer Fair and winner of the “most promising” award.

The Wonder Factory is a creative eco-shop, a mediator between people who discard items with utility value and those who need new ones.

In contemporary times of consumerism, more and more people are buying new decorations and throwing away old décor items that still have utility value. The accumulation of waste represents both an environmental and economic problem due to high costs of waste disposal. Also, there is weak mediation between those who throw away old useful items and those who are in need of them. The WonderFactory offers a solution to all of these issues.

The WonderFactory takes over old items and, in cooperation with Rijeka artists, raises their value by creating unique products, so called “uniquettes”, that are then reinstalled on the market with a designer signature increasing their upcycled al-

lure. This innovative idea has been developed by Paulina Perušina, Anamaria Jurčić and Sabina Arnautović.

Those sensitive to environmental protection, with an aversion to fast fashion and constant change of objects are the identified customers, while the suppliers, motivated with a wide palette of incentives, are environmentally sensitive people or simply those wanting to make place for new items.

The Wonder Factory team is now creating a community recognizable in the area of collecting useful objects.



Paulina Perusina



Summary

The most important factor that affected the execution of our project was unexpected COVID-19 pandemic. A lot of previously planned activities could not take place, the new reality also mercilessly verified the chances of implementing some ideas.

Due to sanitary restrictions, the vast majority of classes were held online. This created problems with integration from the very beginning, especially in the case of people who had not known each other before. There were also significant concerns about the feasibility of some ideas in the new situation.

Nevertheless thanks to the commitment and creativity of the participants it was possible to develop and in some cases realise socially innovative initiatives. All ideas were developed by the participants themselves with the support of the project staff. Passions, interests and willingness to act were reflected in the work of individual groups developing their plans. They were very diverse - from ecological to gastronomic initiatives, from popularisation and science to tourism. Unfortunately, some of them will have to wait until the end of the pandemic (e.g. the senior travel initiative, where people from other cities will share their flats so that they

can visit other regions of the country at minimal cost) to have any chance of being implemented.

The work with the first cohort has had many diverse effects, among which the following deserve to be highlighted;

- popularisation of the idea of social economy as an alternative/complementary possibility of implementing social enterprises - many people had hardly come across this concept before
- activation of groups particularly threatened by social exclusion (the disabled, including in particular those with intellectual disabilities), bringing out their creativity,
- creation of innovative initiatives, development of unique ways to solve social problems.



www.insituproject.eu



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