



ERSTE Foundation
NGO Academy

WU
WIRTSCHAFTS
UNIVERSITÄT
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UNIVERSITY OF
ECONOMICS
AND BUSINESS



Social Innovation and Management Programme 2015

Course Projects



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The ERSTE Foundation NGO Academy was founded in 2013 to help strengthen the social sector in Central and South-Eastern Europe. It offers a range of high-quality capacity building programmes for training executive managers and key staff of NGOs. By doing so, it supports the organisations themselves and indirectly also their stakeholders by transferring knowledge, imparting skills and helping them build up networks.

The Social Innovation and Management Programme combines practice-oriented training with a solid base of expert knowledge. The customised, three-week programme, which is held in English, provides participants with the opportunity to acquire the knowledge and skills required to manage their organisations and to use expert input to work on specific challenges relating to their organisations.

This booklet shall give an impression of the “Course Projects” developed by the participants during the Social Innovation and Management Programme 2015. The curricular element of the course project was a crucial feature in the programme design. It aimed at helping participants to develop skills by directly applying new insights and methods to a real-life project. Hence, it explicitly contributed to the further development of their organisations.

Each participant was asked to develop an individual project. Its basic requirements were a direct connection to the participants’ job, his/her special interest in it, and its relevance for his/her organisation. The projects were expected to arise out of new or underdeveloped ideas and to tackle existing challenges such as the development of new products or services, the expansion into new markets, new business models or new internal processes.

In the course of Module I, the participants were exposed to topics in the field of innovation management and acquisition of resources. Subsequently, they were asked to develop a project idea, create a project draft and discuss it with stakeholders such as colleagues, potential customers, and project partners until Module II. Each project draft received profound feedback by experts and peers in the beginning of the second Module. In Module II, a range of tools supporting project planning and implementation was introduced, enabling participants to transform their course project draft into an implementable planning document. This document was again feedbacked by experts and peers in Module III.

By presenting all executive summaries, this booklet provides an overview of these course projects. Thereby, it gives insights into the very heterogeneous challenges that non-profit organisations are currently facing in Central and South-Eastern Europe and potentially innovative approaches to tackle them.

Vienna, June 2015

The Team of the ERSTE Foundation NGO Academy



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Mina Aleksić

Are you crazy? - raising awareness campaign

“Are you crazy? - raising awareness campaign” is the project designed by citizens association Prostor with the aim to draw attention on the subject of mental health as well as to increase visibility of the work Prostor is doing in this field in municipality Zvezdara, one of Belgrade’s central municipalities.



The subject of mental health is nowadays still considered to be a taboo in Serbian society and Prostor is one of a few rare organizations dedicated to the provision of direct support for people with mental health issues in the community. It delivers a regular psycho-social support service, as well as raising awareness on the needs and human rights of this vulnerable group. Mental health issues are very present in post-war countries such as Serbia, and there is a rather high number of people who suffer from them. Yet, there is a total lack of interest and information on this subject, lack of involvement of the community, as well as business and public sector. The reform of the mental health system is currently taking place, so for the first time the legal frame as well as tendencies of the government and requirements of the EU toward Serbia are in line with basic human rights of psychiatric care users. According to the strategic plans in this field, the focus should be changed from the institutional treatment to the community, CSOs should be more involved and promoted and public awareness should be raised through media involvement.

This project covers all these aspects of the reform. Its main goal is to raise visibility of the work Prostor is doing in the municipality, to inform citizens on important issues concerning mental health, prevention (so-called “mental hygiene”), human rights of people labelled as “crazy”, attract more stakeholders and motivate them to become supporters. Furthermore, we aim at influencing public opinion and to help creating a platform for future fundraising campaign that will provide sustainability for this service in the municipality. Research on the needs, traditions and habits of the people living in this municipality will be carried out, turning to their values, examining real needs and possible benefits for their own psychological wellbeing, pointing out the support that is being provided in their own neighbourhood. Apart from that, research on the municipality, its main characteristics will also be carried out and potential resources, stakeholders and future supporters will be identified and targeted. The visual identity of the campaign will be based on the collected data, as well as photos, video and other promotional materials that will be used during the visibility and awareness-raising activities. Also, an online campaign will take place.

All activities will run under the slogan of the campaign - the question “Are you crazy?”(in Serbian, the phrase used more commonly is literally translated “Are you normal?”), designed to question the very term “normality”, point out a very common use of this term in everyday



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language, lower the barriers and the existing gap between people considered as “normal” and those considered “crazy”. Through public events designed to attract new stakeholders from private, public and civil sector of municipality Zvezdara, with the participation of beneficiaries (psychiatric care users) as experts-by-experience, we will build a platform for communication, interaction, exchange of information and new partnerships. This will also create bases for future fundraising campaign providing possibility for more stable financing of the service through municipality resources and support of local businesses. Media representatives and journalists will also be invited to the events aiming to raise their awareness on the need to change the sensationalistic approach to reporting on this subject and help inform public and promote a more positive image of psychiatric care users in the society. These events will range from sport events, informal cocktails and gatherings to art exhibition and open air performances. Art campaign with the participation of well-known artists will be an important part of the project, attracting a wider audience and questioning the term “normality” once again in a different context. Some famous people from show business and arts will be invited to support the project and help promote the campaign.

At the end of the project, an evaluation will be carried out in order to measure success and learn for future actions. Results and outcomes of the project will be easily identified through more active participation and involvement of all stakeholders and target groups, measured through simple survey in the end of the project, increased visibility of Prostor through more turnouts of new beneficiaries, trust amongst community members and decision makers, interest of the media, new partnerships and supporters.





Stephan Amann

MiMi – With Migrants for Migrants



1. Problem/ Status Quo:

Statistics show that people with migrant background take advantage of preventative health care provisions less often than Austrians, and often visit a doctor only after they already develop acute health problems. Cultural differences, lower socioeconomic status and education levels, social isolation, language difficulties as well as migrant history and missing knowledge about the structure of the Austrian health system can all make access to medical services more difficult for migrants.

2. Planned solution – The MiMi Health Mediators Program:

As part of its annually published integration report, the Independent Expert Commission for Integration in Austria has determined that raising the level of healthcare competency among migrants through easy-access and target group oriented projects must be one of the goals. At the same time, this approach will also improve this group's confidence in the Austrian healthcare system.

The "MiMi Health Mediators" ("MiMi-GesundheitslotsInnen") program, which has been a success for years in Germany (until now successfully implemented in already more than 60 German cities!) and started already 2012 in Vienna and 2014 in Upper Austria, communicates necessary information at a low-barrier level and in a culturally sensitive way, enabling migrants to become healthcare experts in their own right.

The methods and instruments we use are ...

- participatory
- cultural sensitive
- in migrant mother tongues
- free of charge

The five pillars of MiMi:

- (1) courses to qualify migrants to become voluntary health mediators
- (2) information campaigns through information meetings of the health mediators mainly in their mother tongues
- (3) evaluation
- (4) multilingual health guides (booklets)
- (5) PR and Networking



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Our aims are:

- - use the intellectual and language potential of migrants for integration
- - empowerment and capacity building by knowledge transfer
- - the intercultural health mediators multiply their new health knowledge
- - to gain more knowledge on the health situation of migrants
- - we don't wait for the migrants to come, we go to them!

Actual core topics of qualifications and information meetings (campaigns):

- - Migration and health
- - The Austrian health system
- - Old age, care services and health
- - Nutrition and exercise
- - Mental health

Nowadays guidelines for health for children are elaborated. In autumn additional qualification courses on this topic will be offered to already active health mediators in Vienna and Upper Austria.





Bojan Arula

NG EMMAUS Banja Luka

NG EMMAUS is social enterprise founded by the association “Nova generacija” from Banja Luka, Bosnia and Herzegovina. We are focused on creating sustainable businesses, mainly focused on trading with second-hand goods, but also open for other opportunities.



Like other transition countries in the world, Bosnia and Herzegovina went through all negative phenomena of transition as a process. Data on the growth of indebtedness, foreign trade deficit, the level of unemployment, the general economic activity in the real sector, the level of poverty and social groups affected are indications that it will be even worse. Precisely this state of society, the enormous social problems, poverty, unemployment and homelessness, as well as lack of response of state institutions have forced us to start thinking about possible solutions that would mitigate the consequences of this catastrophic situation.

The biggest problems are the inability to income, both individuals and whole families, causing poverty, homelessness, deprivation, pathological phenomena (alcoholism, drug addiction, domestic violence, mental health problems, crime...). When we thought about priorities, we could not reach consensus whether the employment, housing or health care are priority. We came up with the idea to try to do all three things at once.

In order to accomplish our goals, it is necessary to register a company that will have a license for import and trading. The projections show that the sustainability takes only 5 trucks of second hand clothes a year, and that with 12 trucks we have annual net earnings of more than EUR 250,000.00 a year, after paid wages and the cost of the community and all our current programs.

It should be noted that we are the first and only organization of its kind in Bosnia and Herzegovina. There is no one who has managed to consolidate social housing and support for vulnerable groups with social entrepreneurship. Unique sales position, with which we are starting, consists of social groups we serve, the need of the market, the quality and variety of goods, and very competitive prices.

According to the findings of our market research, the market of second hand goods is increasing and this trend will continue in the future. Our primary market is the City of Banja Luka, and according to the last census, there are 200,000 inhabitants. Cities that are located up to 40 kilometers away and which gravitate to Banja Luka are still about 100,000 inhabitants.

The marketing plan developed for this purpose has two scopes: developing and positioning the new enterprise NG Emmaus and the development of its products and services.

The team of NG Emmaus has been working together for more than 5 years on various projects in the community. Some team members have a shared experiences of over 10 years, and there is mutual trust, but also knowledge of the strengths and weaknesses of other team



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members. This team has the mentality of a winner, which combined with the quality of goods, price, low cost imports, as well as a convenient location ensures success. The current problems, such as poorly developed network of partners, long term procurement of goods and non-specialized workforce, will soon be eliminated. The network of partners is in development, and by frequent visiting potential partners in the European Union, we can reach a larger number of partners, and plan ahead to deliver the goods.

The implementation plan includes five interconnected phases: starting the company, recruiting the team, setting up the commercial frame, building the community and user involvement in the project.

For all starting activities we need 37,755.00 EUR.





Ervin Bonecz

TOUCH ART - Touring Tactile Exhibition

Motto:

The UN Convention on the Rights of Persons with Disabilities recognizes the importance of access to culture “so that people with disabilities can fully enjoy all human rights and fundamental freedoms”.



The Touch Art project is:

- an innovative practice which is created, started and operated by an NGO and co-operated with other sectors,
- a changemaking project which can help the implementation of the UN CPRD requires.

Based on the 21st Century's technology and social innovation, the project will provide a real solution to make special tactile visual arts exhibition - focussed specifically on blind and visually impaired visitors. We do this by reproducing 20 world-famous paintings' as touchable art that can also be experienced and enjoyed by visual impaired visitors. The original paintings will be curated from the collection of four well known museums in Central Eastern Europe.

The touring exhibition will allow the social integration of this important target group and provide real equal opportunities. The exhibition is also a unique opportunity to sensitize people living without visual problem. It can deliver better understanding about the life in dark, and can start a mutual dialogue, or simply shock.

The project and the co-operation can furthermore be a perfect message and best practice for decision makers aiming to change social practices through social innovation and sustainable social businesses.





Bianca Mihaela Buzetto

There is no place like home

Fides Association is a start-up social business that will provide home care support services for people in need (elderly and disabled) in Bucharest (Romania) and surrounding areas starting 2016. Its aim is to promote the dignity of the elderly and disabled people persons through quality home care services delivery using a community based approach.



The association is 100% owned by Fundatia Dezvoltarea Popoarelor (FDP), a Romanian NGO with 18 years of experience in social services delivery and 3 years of experience in social business development. Fides Association is headquartered in FDP premises in Dobroesti, Ilfov (metropolitan area of Bucharest) and will employ 2-3 staff personnel and 5-15 community caregivers.

By the end of its 3rd year of existence Fides Association will be supporting a dignified life in a loving environment for an average of 60 beneficiaries/clients per year, while providing income for at least 15 members of local communities involved in home care provision. And involving about 30 volunteers in its activity.

The paying clients will be mainly the families of the older people. We will target families with an average income that may afford the cost of our services (starting 100 Euro/month).

The services portfolio will include:

- Personal care (hygiene, grooming, changing, alimentation and medication support)
- Household maintenance (cleaning, cooking, washing & ironing, small shopping)
- Companionship and leisure (cultural and church related activities)

Additional services will be provided on demand in order to welcome all the needs of the beneficiary/client in partnership with other service providers (medical care, transportation, etc.).

Financial estimations for the next three years are:

Euro	Y1	Y2	Y3
Expenditures	35,227.76	58,472.75	79,668.29
Revenues	17,512.54	39,633.77	61,621.56



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In order to increase the sustainability of the organisation, services provided will be authorized and offered in the framework of contracted projects. Potential funding opportunities for the development of social business will be accessed.

If the business model that will be piloted results to be successful, an expansion to the second bigger city in Romania – Cluj Napoca is expected.





Alla Cuseac

Moldova has children!

The project is oriented towards foster families and children in foster care in the Republic of Moldova. It aims at strengthening family resources and gives children and their families an opportunity for personal development.

With the project, we aim to achieve the following outcomes:

- National and local authorities become aware about the needs of children and foster families and are more familiar with methodologies to support families for social integration;
- At least 30 foster families have increased capacities for raising up the children with painful background;
- Support of the foster families and their children, more children have found a family, where they are in safety.



The main activity of the project is the schooling of foster parents. The project will provide support to about 30 families through different educational means. Courses will offer an opportunity to study Nonviolent Communication and alternative methods of education and activities to prevent burn-out. By the end of the project, 60 people will be trained.

One of the most meaningful advantages of this project is that every child needs safe and stable environment and that environment can be at home, near to a family. If the family is well trained and supported, is involved in the social life of the community, and is in contact with other families, then they are able and in safe to ask for help, to question decisions, aware of the child's need, behaviours and background.

To form the foster parents, we will invite social-pedagogy experts from our country as well from abroad. The change of know-how and experience is the basic idea for both parts.

Deinstitutionalization offers individual solutions, qualitative care and respect for each child; they need social integration, creation of interpersonal relationships. In the context of the problems that exist, it appears a necessity that the parents are well trained and prepared to become foster parents.



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*Moldova has children!
This drawing is done
by Turcan Vlad, 7 years
old*



Nóra Amira Eker

Debt Management Program



One of the biggest problems in the Roma settlement where BAGázs works is the enormous debt. Outstanding debts consist of the following items: credit debts for banks, unpaid invoices to the infrastructural companies and high soil fee debt¹.

Most of them earn minimum wage or below it, consequently they are unable to pay back their debt. In addition, banks and infrastructure companies refuse to negotiate with them in order to reduce their debt.

In the year 2014 we surveyed how much debt the inhabitants of the settlement have. It turned out that they owe more than 180.000.000 HUF to banks and infrastructure companies. We realized that we had to help to get out of this debt trap.

One of our most important principles is that we never give donations. Therefore, we will not pay back this huge debt instead of them. Our Debt Management Program offer them an opportunity to tackle their debt. The point is that we help them to work out a long-term strategy how they are able to reduce and pay back their debt. Besides, we try to negotiate with the local government, the infrastructure companies and banks to make a better deal.

Another part of this Program is to reach better standards of living and to develop energy efficiency of their houses. To reach these objects we would like to involve companies. Our idea is that these companies will renovate the houses of the participants who will pay 10% of the expenses. This part of our program will be implemented in team building activities. Our plan is to sell team building sessions to the companies which employees will be more sensitized to the problem of the Roma and they can help the debtors to repair their houses in a more energy efficient way. With this income we would like to finalize our Debt Management Program.



¹ In Hungary, if your house is not connected to the drainage system and you therefore have an outhouse in your garden, you have to pay soil fee. There has been a threefold increase of this fee in 2012.



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Milica Gregurić

HELP-AT-HOME Service for Persons with Disabilities



The Association of Physically Disabled has about 500 members – persons with disabilities. More than 170 of them are 65 years or older. Among them, there are more than 40 people who are living alone. Usually some of their neighbors or children living near help them, but this kind of help isn't reliable. One part of our members rarely go outside their homes - some of them are not able to go, others have no companion to go with and third live in a building that is not accessible for persons with disabilities. That is why some of them miss socializing, having someone to talk to, share stories and troubles. This surely affects their mental health and we find it important to do something more than we already do to give them support. Generally speaking, our members need assistance in cleaning homes, washing dishes and laundry, buying groceries, paying bills, picking up medicines from pharmacy etc. That is why Help-at-home service we intend to provide is composed of these simple jobs that older persons with disabilities have trouble accomplishing but also social support and ensuring that they “have someone to talk to”.

The Association of Physically Disabled is a non-profit, non-governmental organization established 1977 by few persons with disabilities. Our work is well known in our local community and our successful projects brought us good reputation. One of our projects is mentioned in Croatian National Strategy for Equalizing Opportunities for Persons with Disabilities 2007-2015 as an example of a good practice.

Help-at-home service is conceived as a pilot-project for starting a social business in Zagreb. After completing this project, which will last for 15 months, we will have insights, evaluation, experience and other tools for improvement. After we make some improvements we would expand this service and offer it to persons with disabilities and elderly that are able to pay for it.

Complete project costs will be 97837.65 HRK. This amount includes one-year salary for 2 employees, amount for public transport card for 2 employees, 15 month wages for social worker (for few hours a week job) and telephone costs for 15 months. With this project we will ensure help at home for 20 beneficiaries – members of the Association that are not able to pay this service on market. Also, for implementation of the project we will employ 2 women older than 50 that are long-term unemployed as help-at-home assistants. This way we will raise quality of life for 20 persons with disabilities, as well as for women that are part of vulnerable employment group and their families.





Miroslava-Mima Ivanović

Improving human rights of persons with disabilities

Project “Improving human rights of persons with disabilities” will last 12 months and will be implemented in Montenegro. The overall goal of the project is:

“To contribute to the increase of respect of human rights of persons with disabilities in Montenegro”.

The specific goal of this project is:

“To increase financial sustainability of AYDM’s activities in area of human rights of persons with disabilities”.



These goals will be achieved through the following results: ensured continuous financial support from business sector, motivated citizens to give donations for activities of AYDM, and established legal framework for financing activities of organizations of persons with disabilities by state’s and local governments. By achievements of these results, the problem of financial unsustainability of organizations of persons with disabilities will be resolved.

The main activities of the project are: creation of draft of contract with companies, presentation of offers for business sector, contracting with representatives of business sector, media campaign, collaboration with other organizations, organizing a humanitarian concert, impact on drafting legal acts related to financing of activities of organizations of persons with disabilities, and meetings and collaboration with representatives of relevant institutions.

The total cost of the project is 16.110,00 euros, the contribution of AYDM is 5.510,00 euros, and 10.600,00 euros will be collected from other resources.



Madalina Daniela Lescai

The world through my eyes

Heart of a Child Foundation is an organization that has been active in the field of social services for over 18 years in Galati, Romania. During this period of time we have developed very good and effective programs for children and families in need and children and teenagers with disabilities, but we always have to find new ways to financially sustain our programs.



Thus, we have to think about creative ways of being more visible into community, be it local, national or international and we want to start relying more on funds coming regularly (recurrent donation) from individual donors or from companies. We need to be creative, but also think about simple and powerful ways to attract these donors, in order to increase the financial sustainability of our programs.

The idea we have in order to address the above mentioned problems is to organize a “photovoice” event, meaning we will train and ask children from our social programs to make photos of what they think is important, representative for them, their life, family – the world through their eyes. The photos will be then printed and accompanied by stories and we will organize an exhibition with them.

First the project will have an impact on our children, as they will be the main actors, and it will create a means of empowerment for the children we help.

“A picture is worth a thousand words” goes the saying, so this photo exhibition will be an easy way to get to many people, as it can be organized locally, nationally or internationally. This will increase the visibility of the organization, will transmit our donors a “compressed” message of what we are doing. The event may also be used as a fundraising event to get new donors for the organization, meaning an increased financial sustainability based on the contribution of the community.

Even if this kind of project already exists in Romania, it has never been done in our county, so it will be something totally new for our community.

Besides a competent project team, we will get on our advisory board a professional photographer, specialists working in the story –telling, communication / events planning area, so that we will have a specialized input for the project from the beginning to the end.

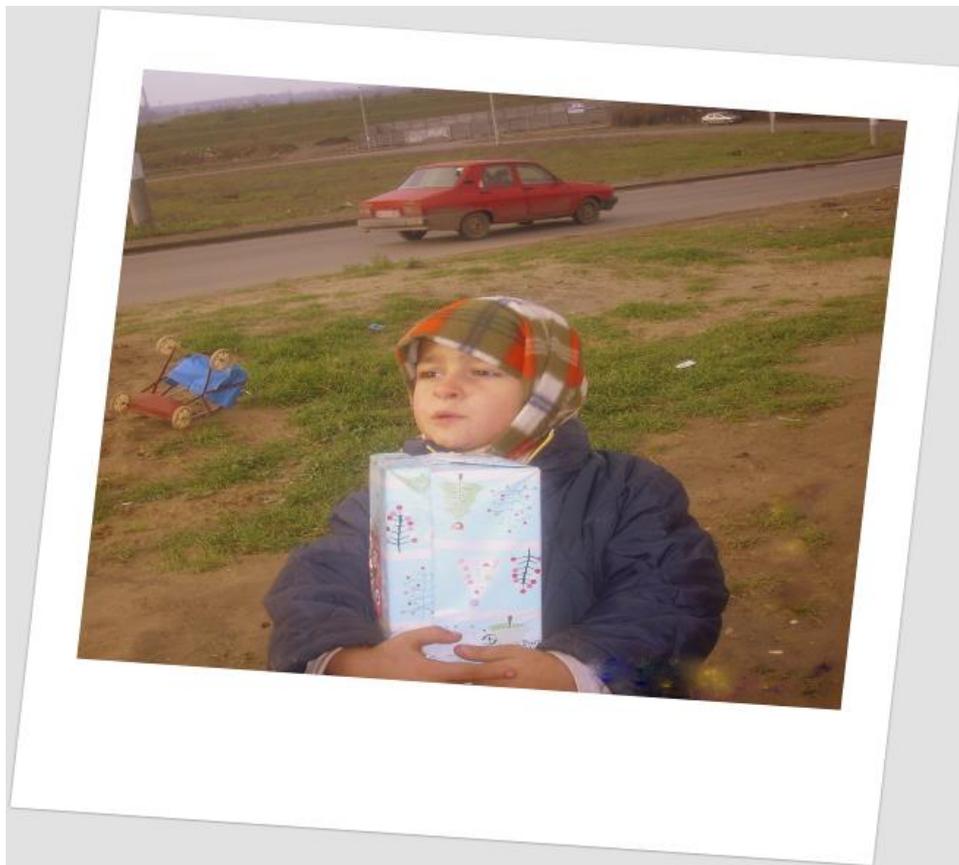


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We intend to obtain the funds by presenting the project to local companies that would be interested to sponsor it, from writing a funding application or from making partnerships with different companies. The money obtained from the exhibition will be partly spend directly on children (organizing an event for them), the rest being redirected to the social programs of the organization.

The first exhibition will be held on local level, the next step for us being to organize/replicate it on national and international level.





Stefanie Mackerle-Bixa

WU-volunteer abroad! International Service Learning Program



Ziel

Im Projekt „WU-volunteer abroad! International Service Learning Program“ der Wirtschaftsuniversität Wien (WU) wird die Schulung fachlicher, methodischer und sozialer Kompetenzen mit zivilgesellschaftlichem Engagement der Studierenden verknüpft.

Durch eine freiwillige Mitarbeit in gemeinnützigen Projekten im Ausland erhalten die WU-Studierenden die Möglichkeit, ihr Wissen und ihre Fähigkeiten einzubringen und weiterzuentwickeln. Als Kooperationspartner fungiert eine in Österreich etablierte Organisation der Entwicklungs-zusammenarbeit (EZA) mit zahlreichen Projektpartnern im außereuropäischen Ausland.

Umsetzung

Im Rahmen von „WU-volunteer abroad!“ werden die Studierenden in EZA-relevante Einsatzfelder vermittelt. Die Dauer des Freiwilligeneinsatzes beträgt mindestens 3 Monate und wird während der Sommerferien (vorlesungsfreie Zeit) absolviert. Eine Anerkennung der Leistungen im WU-Studium ist vorgesehen. Fachlich werden die „WU-volunteers abroad“ im Bereich der Organisationsentwicklung eingesetzt, da die Studierenden hier ihre im Studium erworbenen Kompetenzen einbringen können (Marketing, Businessplan-Erstellung, Projektmanagement, Strategieentwicklung, etc.) und Synergien zwischen Wirtschaft und Entwicklung hergestellt bzw. gestärkt werden.

Die WU übernimmt die fachliche Vor- und Nachbereitung des Freiwilligeneinsatzes. Die Partnerorganisation ist für die EZA-spezifische Vorbereitung und Begleitung der Studierenden zuständig. In den jeweiligen Einsatzländern angekommen, werden die WU-Studierenden vor Ort von den Fachkräften der EZA-Organisation angeleitet und begleitet (Buddy-System). Besonderes Augenmerk wird auch auf eine strukturierte Aufarbeitung und Reflexion durch die Studierenden gelegt, um das Erlebte in eine echte Lernerfahrung zu transferieren. Auf diese Weise kann eine maßgeschneiderte Vorbereitung, Begleitung sowie Nachbereitung des Freiwilligeneinsatzes im Ausland gewährleistet werden.

Wirkung

Durch den Einsatz in Projekten der EZA werden die Studierenden dazu befähigt, die in der Theorie erlernten Fachinhalte auf praktische Problemstellungen anzuwenden sowie problemanalytische Fähigkeiten, kritisches Denken, Teamfähigkeit, Führungs- und kommunikative Kompetenz in ihre freiwillige Tätigkeit einzubringen. Darüber hinaus entwickeln sie ein besseres Verständnis für andere Kulturen sowie ein erhöhtes Bewusstsein für gesellschaftspolitische Fragestellungen und soziales Verantwortungsbewusstsein. „WU-volunteer abroad!“ fördert damit die Entwicklung der Studierenden zu selbstbestimmten, kritisch-denkenden und reflexiven Führungskräften von morgen, die sich als Teil unserer globalen Gesellschaft begreifen, „über den Tellerrand blicken“ und bereit sind, Verantwortung für sich selbst und andere zu übernehmen.



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Auch für die Partnerorganisation im Ausland soll der Einsatz einen echten Mehrwert darstellen, indem die Studierenden ihr Know How einbringen und ein gegenseitigen Wissens- und Erfahrungsaustausch unter allen Beteiligten gewährleistet wird.

Marktvorteil

Im Vergleich zu anderen (außeruniversitären) Anbietern von Auslandsvolontariaten liegt der große Vorteil von „WU-volunteer abroad“ in der direkten Studiums-spezifischen Begleitung des Freiwilligeneinsatzes. Die Studierenden erhalten an der WU die benötigte fachliche Vor- und Nachbereitung durch WU-WissenschaftlerInnen. Dies kommt auch der EZA-Organisation zugute, indem für die Qualitätssicherung in der Arbeit der Studierenden gesorgt ist.

Kosten- und Zeitplan

Die von der EZA-Organisation angebotenen Dienste (Auswahl Freiwilligenplatz, Vorbereitung der Studierenden, Begleitung vor Ort, Nachbereitung) belaufen sich auf ca. 6.800.-- Euro / Studierende/n. Zusätzliche vorbereitende Kosten (Impfungen, Visum), Flug- und Aufenthaltskosten sowie allfällige Kosten im Ausland sind von den TeilnehmerInnen selbst bzw. über Stipendien zu tragen.

Nach Sicherstellung der Finanzierung kann mit der Implementierung des Pilot-Projektes begonnen werden (Anwerbung, Auswahl etc.); Wintersemester 2015/16 wird dafür angepeilt. Ein Piloteinsatz mit 10 Studierenden soll erstmals im Sommer 2016 durchgeführt werden. Mittelfristig ist die Entsendung von ca. 20 Studierenden pro Jahr geplant.





Anamarija Meglič

Alumni Club Ypsilon (ACY)



The Ypsilon Institute (further on Ypsilon) brings together young people aged from 20 to 30 years with mission to contribute to the personal and professional and rising awareness of young people, so that the present will reflect favourably on the future. The Ypsilon Institute believes that only through connecting, cooperation, responsibility and mutual respect we can together achieve much more than individuals can by themselves.

Since its establishment in 2009 Ypsilon has connected more than 600 young people via membership and visibly transformed their personal, social and professional life. What differentiates Ypsilon from other youth membership organizations is the quality of services and the lasting connections that are created between members with the vision to become the world's leading association of proactive youth.

We have organized more than 300 events with distinguished guests, among others Deiric McCann, Peter Florjančič, Shoham Adizes, Henrik Schärfe, John Bercow MP, Milka Forcan, Boris Pahor, Jan Muehlfeit, who act as role models for the young and can transfer valuable knowledge and experience. We have developed a Mentorship program Learn from the best, started a civil initiative A Promise to Slovenia and implemented the »Create Anywhere« project. Furthermore, we have initiated the UNESCO Youth Platform and opened SiTi ARTstore for young talented artist to present their works. In addition, we have organized many others charity projects and helped numerous young people on their way to employment.

Ypsilon offers its membership to young people between 20 and 30 years old. Since its establishment Ypsilon has connected more than 600 young people and visibly transformed their personal, social and professional life. What differentiates Ypsilon from other youth membership organizations is the quality of services and the lasting connections that are created between members. Currently we have 105 Ypsilon members. After reaching the milestone of 30 years, a member must conclude its membership and "exit" the Ypsilon community despite his wish for continuing connection with the Ypsilon. Currently there is no instrument within Ypsilon to do so.

The solution is Alumni Club Ypsilon (ACY), which will work as a crossroad and think-thank of proactive, talented and responsible young professionals, who are at least 30 years old. Its main goal is to professionally connect ex-members of the Ypsilon Institute.

The unique added value presented by ACY is that it suits perfectly the desires and needs of Ypsilon ex-members seeking professional growth and occasional gathering with no declared membership costs and in provided limited low time-frame. ACY will connect ex-members in professional way at prominent event with distinguished guest speaker from business world, provide new networking opportunities with option for professional and personal development.

The change that happens with ACY is that young professionals, who share the same values for being members of the Ypsilon Institute will get a chance to indulge in fully professional



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association with no membership fee and advance their personal and professional ambitions. The plan is that ACY will have 70 active members in the first pilot year out of 300 potential ex-members. This target is reachable due to highly developed Ypsilon community, that ex-members belong to.

The ACY will work as a platform with several events to network, participate and involve. Starting by Ypsilon Institute Anniversary and ACY Founding Ceremony in October 2015, and followed by Ypsilon Alumni Christmas Gala Edt. Show. In 2016 ACY will organize two Y.biz dinners with top Slovene managers and conclude the pilot year with ACY Sports and Culture Picnic.

For successful implementation of the ACY project a budget of 8.000 EUR is needed, which will cover the costs of work, administration and implementation of planned events. The income side includes entrance fees to events, fundraising activities and external partner sponsorship and does not generate profit.





Marin Mic

Zoo therapy program

This project is something that I had in my mind for a very long time. I love children and I love animals. I grew up in a rural area where animals were part of everybody's life. This allowed me to see with my own eyes what the effects of living and interacting with animals are.



Later, I had the chance to read about zoo therapy and visit a program like this in Holland, where experienced specialists confirmed that, even if it is a very expensive therapy, it is extremely successful.

Inocenti Foundation, Bistrita runs programs for children in difficult situations, including children and youth with disabilities. For this purpose there are two separate programs:

- (1) "Me and my family" that began to function in 2004 and provides services for young people with severe disabilities, most of them institutionalized;
- (2) "Early intervention program for children with disabilities" that began to function in 2006, provides services for beneficiaries who are children with special needs, ages up to 7 years old.

These programs provide assessment, individualized plans prepared by a multidisciplinary team and therapeutic and educational intervention adapted to their individual needs.

Between April 2014 and March 2016 we benefited of a grant that represents a great opportunity for us to improve our work by developing and professionalizing the early intervention (EI) program in Bistrita. With this grant, we have a space for activities better adapted to our needs; equipment and materials will be better suited to the needs of our customers and, most importantly, due to the project partners, we have better trained staff that will be able to meet the needs of a greater number of children for various needs and, (our main goal!) will work with children ages much smaller and babies.

Unfortunately, in Romania expertise in working with people with disabilities is very limited, especially in working with children. The concept of early intervention is not present in strategies and social policies in Romania, so in my opinion, our expertise, gained in recent years and improved with the support of our partners should be shared with other professionals in Romania, from decision makers to therapists, family doctors, social workers and other professionals related to children in the county.

We believe that this kind of intervention should be completed with other kind of therapies and one of the most successful is the therapy with animals, also known as zoo therapy.

Therapy with animals can produce spectacular results, which is why we want to develop a professional program using horses especially (but not exclusively), complementing to our early intervention program.



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Zoo therapy is a supportive / complementary therapy using animals and hippo therapy is a method of therapy using horses. Hippo therapy dates back to ancient Greece, where wounded soldiers were helped by this therapy to recover as quickly in the saddle.

These therapies can help children and adults who have severe neuro and motor disability, paralyzed or autism. This unique method of rehabilitation by riding a horse, acts on the human body in two ways - psychogenic and biomechanical. Riders exceed their physical shortcomings, but by means of motivation and psychological phobias that are made up using animal communication. Compared to other forms of therapy, hippo therapy has the great advantage of opening the opportunity of spending time outdoors, forces people who are near horse to socialize, giving those who practice, increased possibilities for getaway.

Since 2010, we started to go on regularly bases and for free, with children with disabilities to a private horse farm, belonging to Mr. Andronesi, administrator of SC Fratello Petgroup. During these visits, children benefit of stimulating activities and recreation that motivate us to think about professionalizing it. The farm is situated at only about 15 km from Bistrita, on the main road to Cluj Napoca, (15 minutes by car), has a surface of around 5 hectares and already has a basic infrastructure that needs to be extended and improved.

The project should consist in following three major objectives:

- (1) Create a multifunctional center for zoo therapy with a space for temporary residence for the couple parent-child;
- (2) Organize a transnational experience exchange for people who are part of the project team, management and professionals;
- (3) Training / obtaining specific skills in zoo therapy for specialized personnel: two horse trainers, two physiotherapists; 2 psychologists and educators or animators.

This project will include the construction works investment in infrastructure and especially training costs and training of specialized staff who will work directly with beneficiaries. We need to mention that this program will serve beneficiaries from a large geographical area, from several counties, because currently there are no other similar services.

This facility can be used also as a camp for disabled children that can be used in all seasons. Inocenti Foundation mission is to support children and their families in need in order to have a better life. Since the creation of the association Romanian Children's Relief in 1990 and its twin Romanian legal entity Inocenti Foundation in 1998, the strategy of our organization was to identify needs and solutions for the most important issues that children and families are confronting in our community.

Most of the times our organization chooses to solve those problems and choose those solutions that other organization were unable to provide.

We strongly believe that this new approach in working a very special category of children fits perfectly in our organization strategy, being equally challenging and very promising.





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Karmen Murn

NUSHIDON

Nushidon is the only social network that connects pet owners between each other as well as directly with different kinds of pet service and pet product providers. Users can share photos and videos of their pets, create their personal profiles as well as profile of their animal pack and are able to communicate with each other. The difference from the other similar pet social networks is that the Nushidon is a platform for the users and we do not produce important information about the care and welfare of the animals. The user (pet owner) can socialize with organizations that offer services or products for pet, because they also able to create their own profiles to endorse and promote their activities, products and information.

The pet industry is a huge market with billions of profit every year. Social media is a growing platform for making profit as well. Nushidon project connects both potentials in one friendly social network.





Orlando Ionuț Neagoe

Expanding the business of Romano ButiQ



Over the last 3 years, the Romano ButiQ Association has been supporting the establishment of 30 Roma craftsmen cooperatives. There are around 200 Roma craftsmen involved, practicing specific crafts like wood working, cooper working, jewelry, garments (traditional), rattan braiding. RBQ's support consisted in providing the craftsmen with specific expertise on how to run the legal procedures for establishing the firms and also with the necessary funds for it. Later, we (RBQ) assisted them to organize their work (managing the teams, meet the deadlines of each order, run the accountancy procedures), buy raw materials and work in a more efficient way. The final stage, but the most important, of our involvement is to place the products on the market by finding new selling opportunities and adapting the products to the market requirements.

In present 10 cooperatives out of 30 are producing goods on daily basis meaning that they receive orders regularly. There is just one third of the network working regularly because this is the amount of goods we succeeded to sell according to the size of the customers' network we created until now. The selection of the cooperatives which produce the most was made kind of naturally, involving more the ones which managed to keep up with the requirements and deadlines, while continuing to support the others by giving them smaller orders according with their abilities and capacity.

During this expanding process we will involve all the "actors" within the production and selling process, starting with the craftsmen from Roma communities (who will be affected by the results of their work as well) and finishing with the end customer from a European city. I made a scheme of the relations between all this persons, and it can be found at the end of the document.

Challenges

Since the cooperatives are not used yet to satisfy many orders of the new products they will need a period of accommodation. During this period they can test the new premium products on the Romanian market which is friendlier and at hand.

Many of the products are created only at the customer request in the case of an individual order. But for accessing international distributor or stores we will need a money reserve in order to create supply.

To deliver internationally will suppose a bigger cost than on the domestic market. If the difference of amount will be added to the end price of the goods this will make them more expensive and less accessible.

More work to accomplish by running the international export procedures if any.



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The initiative is dealing with the problem of unemployed Roma craftsmen. The main problem they are facing is the lack of orders for their traditional products (so a lack of steady income) and the slowly disappearance of traditional Roma working techniques. Their products are not competitive and have not been adjusted to current market demand. Also, they don't have a legal framework to sell products and this makes it very hard for them to have social insurance or a retiring pension.

To change that, we have provided them with:

- guidance on restructuring as a craftsmen cooperative (30 cooperatives currently)
- collaboration with international designers to re-value their traditional crafts in a way that is modern and relevant for the current market
- marketing and sales of the products through MBQ stores
- training and support (fiscal, organization, etc.).
- Product development and testing

For enlarging the business by selling abroad we need to:

- Enlarge the network of distributors and buyers
- Identify distribution partners (general distributors or final retailers)
- Diversify and improve the products range according to the new markets needs
- Involve new cooperatives from the network into the production process; involve new craftsmen and members of Roma communities

In order to achieve these goals we need to enlarge our team with two persons who will be involved mainly in the selling and production processes. In the same time we will continue to develop new products ideas together with the designers we are already working with (and maybe involving other designers) and create new prototypes. The idea is make available products that will sell on the external markets. For finding new customers we will have a couple of visits in some big western European cities helped by the project of Impact Hub Romania, in which they intend to support local Romanian social entrepreneurs to scale their businesses.





Miroljub Nikolić

Social and Work Inclusion of People from Vulnerable Groups



In Serbia, and also in Šabac, the social exclusion of people from various vulnerable groups is still a very present societal challenge. Therefore, an important task of Serbia in the process of EU accession is the participation in the Social inclusion process. Social inclusion work is relevant for people not only as a source of income but also to enable their wider inclusion in the society (higher quality social contacts, links to the surroundings...). A priority on social inclusion implies the need for supporting vulnerable groups to be able to switch from receiving social aid to participate in paid labour (“welfare-to-work”) through activation. Recent statistics reflect the current poverty data in Serbia: 2/3 of unemployed are long-term unemployed (5 times more than in EU countries). The inactive population has a share of 41.2% working age people of the total number of unemployed.

The project idea is to open a factory for herb processing and drying of fruits in order to enhance social inclusion of people from vulnerable groups by offering new employment opportunities through work in factory, orchards or small income generating activities. It is the “heart of the project”.

Caritas Šabac is currently in contact with the owner of a small factory for medical herbs production. In November 2014 Caritas Šabac rented an orchard of plums and in December 2014 planted another orchard which was lent to Caritas as in-kind donation. The idea is to create a new factory for collection and processing medical herbs, drying of fruits and production of food as joint venture. All these activities will be connected. Beneficiaries will be educated in specific subjects and they will perform it as employed workers. Some of them will collect and others will produce medical herbs. Through vocational training their skills will be improved. The final aim of this project is to strengthen capacities of people from vulnerable groups and make their real social and work inclusion through real and concrete work engagement.

The basic idea is to produce and provide through the factory:

- (1) Dried plum
- (2) Jam of plum, rosehip and cherry
- (3) Processing of medical herbs
- (4) Dried lavender bags
- (5) Vocational trainings





Željko Pauković

BE INNOVATIVE CHANGE IN YOUR COMMUNITY

Foundation Mozaik has focused its work on youth as target beneficiaries, as we consider the young generation in the Bosnia and Herzegovina the most underused resource of the country.

Youth could be the driver of change, starting with change at the very local community level. This is why we work with young people and invest in strategic partnerships with different stakeholders in order to create enabling environments for the young generations to thrive socially and economically and become role models for others.

Mozaik YouthBanks (YB) program has aimed to increase youth participation in decision-making and community development, and enable to YB's board members to manage small scale grant making program for informal youth groups.

In BiH partner municipalities we primarily faced a lack of creative innovative community solutions and youth projects that generate positive change at personal level (from youth activists to social entrepreneurs) and community level (from problems to solutions).

But how to reach more youth in 30 municipalities and how to provide them with innovative approaches for creative thinking concerning community problems that can also provide a frame for their projects submitted to YBs?

We will develop and provide a new service (on-line education “zone of social entrepreneurship”) and use the internet as space for creative thinking lab to educate and empower youth for innovative ideas.

We will build and strengthen competencies (personal leadership, management proficiency, team work, communication, business acumen, critical thinking, and creative thinking) and measure their values (honesty, ambition, humility, passion, empathy, grit) which are crucial for future social entrepreneurs.

For the beginning, we will focus on two competencies: Critical Thinking and Creative Thinking that are going to be developed amongst youth through innovative processes of on-line education based on human centred approach.

This online platform will be the “zone” where youth can learn basic knowledge and gain skills primary in the area of social entrepreneurship, financial management and social innovation.

Direct beneficiaries in 30 Bosnia and Herzegovina municipalities will be:

- -280 YB's board members (youth responsible for managing grant-making program), and
- -Up 4,000 youth (age 18-30 years) of different backgrounds (national, marginalized groups, gender) will be targeted to complete on-line education as precondition for submitting application or/and presenting idea to YB for supporting their community youth projects.





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Upon completing the online “zone”, youth will strengthen their capacities for developing more social innovative projects in their communities and this will empower them to become innovative change in their communities.

MI SMO U ZONI,
A TI?

POZIV ZA
INOVATIVNE I
PODUZETNE
MLADE LJUDE
KOJI ŽELE
NAPRAVITI
KORISNU
PROMJENU ZA
SEBE I SVOJU
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Carmen Pop

FARA community corner

Agi, 19 years old young mother with a child wondering the streets of Satu Mare looking for shelter, Bogdan 30 years old unemployed wondering the streets of Satu Mare looking for job, Marton, 24 years old with no school wondering the streets of Satu Mare looking for support in filling in his request for social welfare.

Cristina, social worker at a social center, Dragos employee at the local Job Office and Adina employee at the local public social services are sitting at their desks waiting for closing hours.



FARA plans to create a place where people like those mentioned above meet and believes that by bringing together needs and services under one roof positive outcomes will be generated.

We already work with vulnerable people and are in contact with public and private service providers. Now we will make them meet in a proactive and responsibility-raising environment and by this we are determined to reduce the gap existing between vulnerable community groups and services they could benefit of. The community corner starts from the premise of not creating parallel and specific services for individuals in need, but rather facilitating access for them to mainstream public services through complementary mechanisms of support that respond to the service gaps.

Resources needed for putting our plan into action consists first on openness to new approaches and willingness to commit to a different ways of solving problematic situations.



We are committed to continue developing our services in Romania and feel certain that our expertise could be beneficial to many more people in need.



Ilie Popescu

[New Horizons Foundation VIATA Camp Social Enterprise](#)

Our social enterprise idea is a summer camp with the capacity for 500 participants per summer. The method I selected to use in implementing our educational program is Adventure Education, a method that we already successfully use in our organization's programs.

Societal change is the altruistic endpoint sought by adventure education programs. While the primary focus for learning may be to change individuals and specific groups, the ultimate goal is to make the world a better place for all to live in some small way. Studies published in the American Psychological Association journal tout adventure education programs' ability to increase interpersonal trust and self-efficacy—the sense that one can make a difference in the world.

Our main target group of beneficiaries will be Romanian youth aged 12 – 18. The program will be structured as a weekly summer camp in the Jiu Valley, a beautiful mountain area in southwest Romania, taking place in the months of July and August. Each week we are hoping to bring 50 – 100 participants to the program.

This will be the main activity of the social business, but of course, not the only one. We are planning to build specially designed programs for every season, connected with our participants' (clients) objectives, needs and the experience we have accumulated in over 15 years of experience. This includes extending the age range of our beneficiaries down to 10 years old, at the way up to teambuilding programs for adults.

More than that, this project will help strengthen the local community that is severely affected by the decline of the coal mining industry. We are planning to use local resources for implementing this project, and we will contact local entrepreneurs for the services that we have to contract in order to develop and operate the social business. Likely, the local community will be the biggest beneficiary of this project.





Amina Rizvanovic

Village democracy

The project “Village democracy: Strengthening the role of Rural Community Leaders in Rural Community Development” presents the modern way to foster of sustainable development and democratization of rural communities in Bosnia and Herzegovina. Community development, citizen’s participation and community organizing are playing important role in empowering rural communities to become resilient to the challenges they faced. This is even more important since rural communities often lack the level of access to services and support in compare with their urban counterparts.



Rural areas of B&H are significantly different from urban areas in terms of political, social, technological, environmental and social dimensions. The war (1992-1995) and massive migration (1.2 million refugees and 1.0 million internally displaced) have highly affected the demography and economy of the rural areas in B&H. Perception of the local communities and their legitimacy is usually related to the legacy of the Yugoslav past, without significant role and the purpose within the new political structure. Local communities in rural areas are highly influenced by political parties and mainly financially depended on the municipality’s budget. Local community representatives need to have an understanding of what constitutes effective leadership in community context and the ability to influence stakeholders on policy making process.

International and local NGOs in B&H have made some efforts in order to strengthen the role of local communities, but such actions were mainly focused on change of the legal status of the local communities. We believe that such initiatives are not enough in order to strength institutional development of local communities and that the problem needs to be resolved in the root and by the society itself. The Union has a 22 years tradition of work with returnee and domicile people within a huge number of municipalities and local communities, because of what we enjoy a good image and trust within the selected areas.

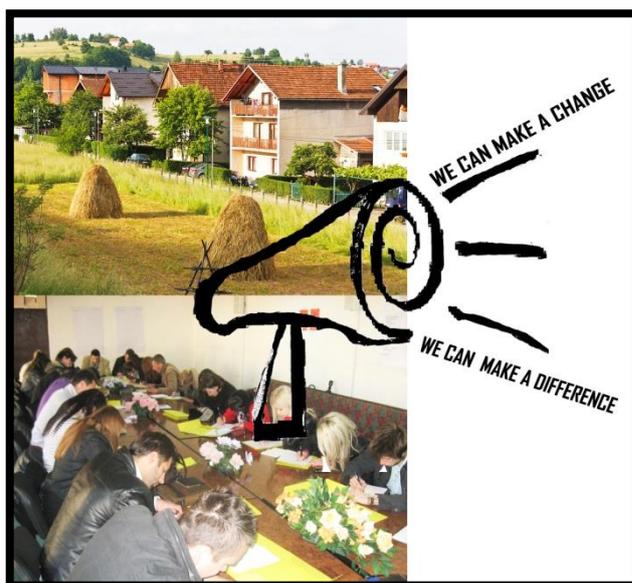
Through education/training of 300 rural community representatives and potential activists (organized in 15 Local Movement Groups – LMGs) from different ethnic groups in 15 Municipalities, our objective is to integrate rural communities into the local and state polity through the promotion of democratic skills. The aim is to achieve cooperation, trust and cohesion among various social, ethnic religious and other groups in rural areas. Organizing the Rural Community Forums (RCF) and round tables will enable space for new opportunities and good practice to be learned, existing activities improved and higher polity levels influenced.



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At the end of the project, the Union will publish two documents: a Guide: “Training - Leadership and participation in rural communities” and “Strategy of sustainable development and democratization of rural communities”.





Karin Schmid

To employ or not to employ?

ifs-Spagat is a successful model for the integration for persons with intellectual and/or multiple disabilities in the regular labour market. The model as such was established in 1997 in Vorarlberg, Austria. This particular combination of methods approaches and financing is unique within Europe.



Representatives of NGOs, public institutions as well as politicians show huge interest to adapt/implement this model in other places. There has been active exchange with experts in the field from other federal states of Austria as well as border regions of Western Austria

As the cooperation with companies forms the core of success of ifs-Spagat is, it is a logical consequence to ask company owners and representatives on their motives why they would – or would not – employ a young man or woman with a disability.

After thorough discussion it was decided to design and carry out a quantitative survey amongst companies who already offer an integrative workplace as well as in companies who have not been willing to do so. It is planned to send out 400 questionnaires in total.

The generated data will be published and should serve the ifs-Institute for Social Services itself as well as other institutions to improve their service in the field of employment for people with disabilities.

In a second step it is planned to carry out a considerably smaller number of qualitative oral interviews, with a selection of approximately 20 companies to gather statements and opinions for PR-material and presentations.

The survey will be fully financed by the ifs-Institute for Social Services Vorarlberg.

The scheduled project phase is October 2015 until December 2016.



Doris Stroiescu

The Canvas Shop



Currently, the textile industry has a very negative impact on our environment since the production of virgin textile materials, such as cotton, has numerous ecological implications related to detrimental use of land and water as well as employment of pesticides. Clothing manufacturing also generates large amounts of textile waste, which ends up in landfills. Only a very small amount is re-utilized and we know that during the cutting processes, up to 15% of fabrics intended for clothing are wasted.

Growing the 24 million tons of cotton consumed every year takes 2.6% of all arable land in the world. This is equal to the size of Turkey and enough land to feed over 200 million people. Just growing 1 kg of cotton requires over 11000 litres of water, more than 9 times the amount a person drinks in a year.

As Viitorplus – the sustainable development Association we know that before asking people to do sustainable businesses we have to teach them how and show that the concept is more than a simple concept. That is why we started over 6 years ago a small social enterprise, The Canvas Shop, which use raw material as cotton, unbleached, untreated and unpainted to manufacture canvas bags&other accessories having as employees person with disabilities or person from vulnerable groups in an important proportion. In this way we fulfil our environmental and social mission and prove that we can also be economical sustainable.

We are facing now a new challenge: the global warming and climate change humanity faced during last decades need urgent changes of our habits. Since cotton is quite a resource which demands a huge amount of water to be produced, we think to find alternative resources and we consider as very valuable the leftovers from the manufacturing process from textile enterprises.

Our plan is to use textile waste resulted like it is describe above to manufacture new products like either accessories (bags, pencil cases, pillow cases, etc) or even fashion products, depending on the raw material type.

We will create a new production line as an extension of the current activity, with the same social involvement (employees will be people from vulnerable groups like mother with more than 3 children or single mothers).

For the first year of operation, we will create 3 new jobs and the target for raw materials is to use at least 200 kg of textile waste and manufacture around 1.400 pieces of new products. Also, our goal is to increase yearly the impact of our operations and grow on a steady base in the next 5 years until we will succeed to have half of the production on wasted textile.



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As a new approach, we will use leftovers from the production line, purchased at a low price directly from various local factories in order to minimize the impact of carbon footprint. We choose to use this sort of material in order to prevent and educate the consumers that “recycle textile,, doesn’t necessary means second hand products but also products done from brand new pieces mixed together.

From the financial perspective, we will need an investment of 39.000 euro for year 1 which represents the direct costs of this new line extension (salaries, equipment and other costs), excluding the financial income which can be additionally earned in the first operational year.





Laura-Mihaela Turcu

THE CHANGE

The Change is the idea of our daily center for Roma youngsters improved and brought to another quality standard. The youngsters from the Roma communities of Resita City are thrilled when foreign volunteers come and do activities together. Having the experience in the past, we want to prepare a sustainable system for those youngsters to have very good results in the process of non-formal learning.

This project aims to work as well on the mentalities of the whole community, especially the parents, in order to understand the importance of education for their children.





Csaba Vaszkó

Energy Security and effective Public Works System for poor Villages

Hungarian villages in remote, disadvantaged regions are in crisis, especially in the Tisza valley. The households face several challenges:

- Energy poverty: the energy prices are too high as compared to the households' income.
- Non-effective public works: the unemployment rate is high and the public works system is not effective at driving the unemployed people back to the labour market.
- Deteriorating nature: the natural resources are unexploited, overlooked or mismanaged.



Economically depressed villages have no chance for economic revival without reestablishing a new balance between nature and the inhabitants. This project aims to identify, develop and multiply new, win-win solutions for people, business and nature.

Amorpha fruticosa is an invasive plant which is bad for biodiversity and bad for flood management, and it has colonised large areas of many floodplains in Hungary. On the other hand, it is a promising energy source. WWF sought to address this problem, in a way which would also answer the Tisza region's socio-economic challenges, and open up new opportunities for local, unemployed people.

Through this project local unemployed people are trained and employed to produce local bioenergy from invasive plants and energy useful tree plantations as well as implement semi-natural grazing that contributes to energy security, better environmental quality, better flood prevention and creates new skills and job opportunities for unemployed people.

Opportunities exist for expansion not only in the Tisza region, but also along the Koros, Maros as well as in Croatia, Slovenia, Romania and Bulgaria. Already other municipalities have expressed interest to start work. Eventually much of the entire river length could be transformed. This would mean energy security, more income, more jobs, and more nature.



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Peter Wurm

KAMA in public

With this document, KAMA wants to propose businesses, organisations and private people a cooperation model where they just have to provide their location for a few hours to gain some social and marketing benefits in return.

In the last eight years KAMA has organized hundreds of courses and workshops where asylum seekers and other migrants are the course instructors, not the participants. Asylum seekers are basically not allowed to work in Austria, and their social integration into society is low. KAMA wants to empower those people by letting them show their talents, abilities and skills.

These courses usually take place in class rooms behind closed doors and only by appointment. To broaden the potential audience we want to bring our concept to public and business-owned places. We want asylum seekers from Syria to talk openly about their flight in a restaurant, eat Azerbaijani finger food with students at a university campus and read poems in a public library. Therefore we need the owner/authorized person of the location to give permission to use it. In return we offer them a great event (they make the final decision on what will happen) for their clients and/or their employees, helping them to improve their image and increase social capital.

So, you think your location makes a perfect stage for such an event? Our local teams in Vienna (wien@kama.or.at), Graz (graz@kama.or.at) and Linz (linz@kama.or.at) are looking forward to organizing a memorable social event at your place.





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