Up To Youth

Promoting Future Digital Social Entrepreneurs

IO2 – A1 Compilation of Good Practices

Project Description

Through the Up to Youth, we aim to encourage young people (undergraduates, unemployed graduates or young migrants) to develop their skills for digital social entrepreneurship. These certain skills are required to create and develop a digital social enterprise up-to-date and range from those for promoting social inclusion such as life skills, social skills and work skills to support entry in the labour market. The most relevant priority of the project is "Up To Youth: Promoting entrepreneurship education and social entrepreneurship among young people". Youth entrepreneurship is a valuable tool to combat youth unemployment and social exclusion as well as stimulating innovation among young people. Lastly, one of the project's priority is linked to open and innovative practices in a digital era. Rapidly changing technology has affected the functions and working styles in entrepreneurship as well as almost in every business branch.

For more information about the project, please visit https://uptoyouth.eu/

Description of the project activity

The aim of this activity was to collect three good practices examples (Success stories or successful project) from each partner country. These good practices show youth inspirational examples of social entrepreneurship. It contains how and why the idea was developed and who are the beneficiaries. In this booklet you can find fifteen good practices from Turkey, Portugal, Slovenia, U.K. and Greece. The projects that are presented below, are in the content of sustainable economy, education, environment and recycling. Through the next phase of this output, you will watch some inspirational videos with role models, who are successful in social entrepreneurship and digital social entrepreneurship.

Good Practices

Country	Turkey
Name of the good practice	Otsimo - https://otsimo.com/en/
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Otsimo is a project which provides games to the children with autism through an online portal in order to help them gain necessary skills and knowledge at home. It makes the education easier and accessible for them and their parents.
How and why the idea was developed	Founders of Otsimo belive that every child including the ones who suffer from autism should be able to access to the basic education easily and online games are the best way to access education. One of the founder (Zafer Elçik) of OTSIMO has autistic brother and Mr. Zafer observed that although his brother cannot speak or read, he can play. The idea of founding Otsimo started at this point.

Country	Turkey
Name of the good practice	Tarımsal Pazarlama - https://www.tarimsalpazarlama.com
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	The Agricultural Marketing platform provides the privilege of reaching the information about the protection of the products by bringing the farmers to the internet and selling their crops more quickly and without the commission.
How and why the idea was developed	The farmer owed to the intermediaries, could not sell the products, could not learn the prices of the products he sold, became aware of the weather conditions after the natural disaster happened. They could not be aware of the grant support and loans, did not know how to apply, and was not aware of the agro-agenda. Mrs. Tülin AKIN (awarded the world's most successful youth entrepreneur in 2013) wanted to change this situation.

Country	Turkey
Name of the good practice	**Cop(m)adam - http://www.copmadam.com/tr/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Cop(m)adam is a project in which garbage are recycled to make fashionable dresses and accessories by women without any work experiences. Women who work in this project earn money for the first time. The project contributes to both environment and women employability.
How and why the idea was developed	The founder (Tara Hopkins) worked as a social responsibility lecturer in Sabancı university for 10 years and she decided to realize her dream of employing women without previous experiences. Hopkins thinks that if women earn money for their labour, their self-esteem will be increased.

Country	Slovenia
Name of the good practice	**Simbioza - http://www.simbioza.eu/en/2018/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Simbioza is a social enterprise that aims at improving the quality of life and well-being of two target groups – the elder as well as the youth – by providing unique employment, networking and mutual learning opportunities.
How and why the idea was developed	Story of Simbioza started with an alarming fact: 2009, 94 % of people over the age of 65 have never touched a computer. This was the initial problem Simbioza addressed. It was meant to be only a one-time initiative in 2011, but because of a market demand, Simbioza grew into a social business in 2014. After 7 years they are working on several projects and want to become a leading world forum on the topic of intergenerational cooperation and exchange of knowledge and experiences.

Country	Slovenia
Name of the good practice	**Smetumet** - http://smetumet.com/
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Their aim is to raise awareness of waste and reducing it by making unique things out of it. Founders think of a design of a product, which is made exclusively out of waste. Product is then made by different local associations or businesses, including people with special needs etc.
How and why the idea was developed	At the beginning they started as an association for raising awareness about waste, but later, when they decided to do something about reducing it, they became a social enterprise. They are producing new products out of waste. One part of the idea is that people, who are making things, get paid fairly for their work.

Country	Slovenia
Name of the good practice	**Skuhna - https://www.skuhna.si/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Skuhna is a restaurant and catering business, that offers authentic dishes from Africa, Asia and South America, prepared by international cooks. It's an unique place designed and lead by migrants from global south by principles of social enterprise. They promote cultural diversity and cooperation.
How and why the idea was developed	First, they started as a small NGO Zavod Global, which later, with subvention, turned into a social enterprise. Founders decided to start the enterprise because they realized prejudices and stereotypes about different cultures and races are still present in Slovenia. They believe diversity enriches people and they want to present different cultures with cuisine.

Country	**Greece**
Name of the good practice	**Geopaideia - https://www.geopedia.gr/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Geopaideia is a group of active citizens with different backgrounds and work experience, that share a common idea: that their own quality of life depends on their contact with nature and the deeper understanding of their world. Geopaideia is a social enterprise that aims to promote and protect the environment, support sustainable growth and is working towards a future of a balanced relationship between us and the environment. They started by making environmental excursions and environmental awareness actions that were targeted mostly in adults but have since then focused also in children's environmental education.
How and why the idea was developed	In Greece there is a lack in environemental protection and awareness, especially during the late economic crisis years. From the subpar waste treatment in the cities and touristic areas to the lacking environmental education at schools there is enough space for meaningful progress and work on this field, in ways that can have a positive impact. Geopaideia is a social enterprise that wants to improve environmental awareness both for children and adults in ways that go beyond stale lecturing and offering a more hands-on approach. As a group they explored, studied and discovered the unique characteristics of areas of interest, in order to better understand them. They design, organize and implement interactive activities in their local area that combine entertainment and knowledge. They also participate in local events and actions that promote cooperation with likeminded people.

Country	**Greece**
Name of the good practice	**Sustainable Food Movement in Greece http://www.sustainablegastronomy.eu/)**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Sustainable Food Movement in Greece is a social enterprise aiming to fight food waste and promote sustainability in the Culinary Arts Industry. The enterprise trains professionals in sustainable gastronomy and urges business executives and restaurateurs to become innovative through sustainability. The aim is to develop zero waste restaurants in Greece. SFM provides guidance, expertise, support and innovative solutions to stakeholders who visualize their enterprise environmentally friendly. SFM works with a network of experts and highly trained professionals in sustainable development strategies.
How and why the idea was developed	Sustainable Food Movement in Greece is a social enterprise registered in Athens, Greece in July 2017 aiming to tackle food waste and promote sustainable development in the Greek Culinary Arts Industry. The founder believed that environmental awareness, education, expertise, specialization and digital innovation are the only keys to progress and success. Her philosophy on tackling food waste is based on ethical, economical, efficient and visionary approach which will guide people in changing their lifestyles and practices in order to create a sustainable, closed loop of materials. "Foodity" is based on the philosophy "saving food – earning money".

Country	Greece
Name of the good practice	**Apo Koinou** **http://www.apokinou.gr/en/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	The underlying purpose of the cooperative "Apo Kinou" is to put in place the foundations for an autonomous and harmonious micro-economy that is opposed to profit-making and deception. The development of an independent community with the creative productive activity mainly by small producers, for a life that is more just and ethical, that is based on sustainability and close harmonious interactions with the environment, while at the same time is developing trust in human relations. Their creative activity is based on three main pillars: The production of a wide variety of products and services- small scale with natural methods. Schooling that implements alternative teaching techniques that above all are just and based on love. The spread of traditional arts, crafts and cultural progress. Naturally, food production is top priority for them because on to this they build the rest of the cultural edifice of our community.
How and why the idea was developed	They were dreaming of a hospitable society founded on self-sufficiency and solidarity, one that does not take advantage of their fellow people or Mother Nature. And they put this into practice starting first with themselves. The self-sufficient cooperative community "Apo Koinou", meaning "Together" and "from the common people", was born in Heraklion, Crete, in the spring of 2013. A variety of people from all walks of life with diverse interests and experiences came together to share a common goal: To live in a way that is more just and ethical, that is based on sustainability, interaction with the environment and with natural arts and crafts, while at the same time developing trust in human relationships.

Country	Portugal
Name of the good practice	**Re-Food - https://www.re-food.org/en**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Re-food works to eliminate food waste and hunger in local communities, while strengthening local social bonds. Target group: people with hungry in local communities and local food providers. Re-food wants to act on: 1. Economic Sustainability - food is donated freely by food source partners, the work is done by volunteers motivated by good will, the operational space is donated without costs and the unavoidable operating costs are very low. 2. Environmental Sustainability - meals rescued reduces the negative impact of biomass degrading the environment in landfills; food collection can be done by teams walking and riding bicycles, minimizing ecological footprint. 3. Social Sustainability - positive interaction of many and diverse volunteers produces a cooperation and goodwill spirit.
How and why the idea was developed	The idea was based on the fact that one third of all food produced on planet ends up in the trash and one in eight people do not have access to the food they need. This is true not only globally, but also locally, where people can do something to change that. Re-food was thought as a way of maintain a high yield/low cost neighborhood food rescue operation that involves all sectors of the community on a strictly goodwill basis.

Country	**Portugal**
Name of the good practice	**Speak - https://www.speak.social/pt/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	Speak is a cultural and linguistic programme whose aim is to bring people together and promoting social inclusion and equality, by making accessible the language and culture to foreign people. Target group: people trying to learn a new language, in a context of integration in a different culture, such as migrants, students, foreign professionals, refugees, etc. Speak wants to be a better way to learn languages: 1. Become a local everywhere: language groups are led by buddies from all over the world. They are fluent in the language one wants to learn and will help sounds just like a local. 4-18 participants per language group. 2. Take it to the streets: learning groups focus on everyday conversations. 90-minute weekly sessions during 12 weeks. 3. Take it to the next level: whether one is learning a language for the first time or wants to improve a language that already knows. 4. The price is 29€ to join a language group and is free for buddies.
How and why the idea was developed	Due to students' programmes, such as Erasmus, or because of migration's flows, there are an increasing number of people needing to learn the language and the culture of the country where they are living. Using internet to create and managing the service but the goal is getting people living in the same city meet and interact with each other, through face-to-face interactions.

Country	**Portugal**
Name of the good practice	**eSolidar - https://www.esolidar.com/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	eSolidar is a global giving marketplace that empowers the connection between charities and their communities by providing easy ways to raise funds and awareness. Target group: people in general that would like to support the causes they care about. eSolidar's goal is to be the all-encompassing way for charities to fundraise online in a timely and cost-effective way, creating an online community that can help charities from the bottom up. The registration of users and charities and the use of the platform are free and there are three ways of acting: 1. Charity Shops: buy products posted by charities. 2. Charitable Marketplaces: sell and support a charitable cause. 3. Charity auctions: bid on exclusive items and unique experiences. A small fee on each item sold, donations and the total amount raised in a supportive auction will be charged which will support marketing services, administrative assistance and technical development.
How and why the idea was developed	People are aware and respond to social causes and internet helps people to take action. Therefore, eSolidar wants to create an online community that benefits charities around the world, through an online platform.

Country	UK
Name of the good practice	**Change Please - https://www.changeplease.org/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	How many times have you seen a homeless person asking for money, hesitated about helping them, and kept walking past? Cemal Ezel has a simple solution to this everyday moral dilemma. Train the homeless to be baristas, he realized, and they can sell coffee to busy passers-by on their morning commute.
	Cemal Ezel is an entrepreneur who is ending homelessness through coffee. His project "Change Please" is achieving impressive gains for the homeless, and while many people have contributed to the organization's success. Cemal Ezel established the conditions it needed to thrive and grow.
	Ezel's compassion for the homeless people he passed by every day, combined with his unshaking belief in the power of his idea, gave him the purpose and drive to make it a reality. Building his organization has taken time and effort, but the reward of transforming real lives has been well worth the investment.
How and why the idea was developed	Ezel's seemingly simple idea in fact stemmed from a deep appreciation of the challenges that face the homeless and the rapidly growing UK coffee market. He knew that passers-by are more likely to buy products from the homeless than to donate money (due to stigma around alcohol and drugs), and that the demand for coffee is escalating alongside London's population. This understanding enabled him to "put two and two together" and realize the opportunity to employ the homeless as baristas.

Country	UK
Name of the good practice	**OLIO - https://olioex.com/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	*OLIO app is starting a food sharing revolution by connecting neighbours with each other and with local shops so surplus food and other items can be redistributed, not thrown away.* Their biggest challenge at the moment though is encouraging more of their signed up users to take the leap of faith and add or request their first item. It can be hard to believe that anyone will want your surplus food, but they most certainly do as 40% of all food added to the app is requested in less than 1 hour and 75% is requested in less than 24 hours!
How and why the idea was developed	*Each year, 7 million tonnes of food and drink are wasted by households in the UK. If food waste were a country it would be the 3rd largest emitter of greenhouse gases. And, more than 50% of food waste takes place in our homes. These shocking* statistics *show that the familiar pang of guilt we feel when tipping some unused edibles into the bin is part of a much wider, and more serious, problem. It's this problem which* OLIO *is on a mission to solve.* Tessa Cook and her friend Saasha spent the summer of 2015 pounding the streets of North London, signing up people to be the first to know when we launched OLIO, and handing out flyers and letters to explain the app and their mission. With regards to challenges, one of the biggest is how to grow the user base with a marketing budget of close to zero – that's where Ambassador programme of volunteers spreading the word about OLIO in their local community, comes into play. At the moment OLIO averaging approximately 20,000 new users joining every month, so it's working well.

Country	UK
Name of the good practice	**Elvis and Kresse - https://www.elvisandkresse.com/**
Type (Project / Interview)	Project
Short description of the project or the (digital) social enterprise (Aim, target group, impact, benefits, etc.)	This company turns old fire hoses into luxury accessories. They create unique, hand-made products from a range of reclaimed materials. Elvis & Kresse was launched in 2005. This business reclaims and transforms materials and donates 50% of company's proceeds to charity. Their signature line of bags and wallets are made of impressively functional reclaimed materials like decommissioned fire-hoses, parachutes, and printing blankets. Our bags are beautiful, functional, and good for the environment. 50% of the profits from the fire hose range are donated to the Fire Fighters Charity.
How and why the idea was developed	In 2005 Kresse and Elvis had a chance meeting with the London Fire Brigade and instantly fell in love with their damaged, decommissioned fire hoses. Everything started from the desire to rescue the fire hose. The initial goal was to create a business which could find a new life for these old or damaged hoses.