

All you need to know

# GUIDE TO DIGITAL SOCIAL INNOVATORS FOR YOUNG PEOPLE



YOUNG DIGITAL   
SOCIAL INNOVATORS



Co-funded by the  
Erasmus+ Programme  
of the European Union



# All you need to know

## GUIDE TO DIGITAL SOCIAL INNOVATORS FOR YOUNG PEOPLE



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# SECTION 01

## INTRODUCTION





## 1.1 PROJECT INTRODUCTION

Across EU organisations and people make use of digital technologies to tackle with social challenges. Digital tools hold enormous potential to boost social innovation: **the creative use of technology solves many problems** directly and dramatically enhances the efficiency and scale of all types of projects.

In response, our OBJECTIVE is to empower thousands of young people to become confident digital social innovators. To do so, we will modernise youth work curricula and practice across a wide range of organisations so that digital social innovation DIGITAL SOCIAL INNOVATION can be taught to a high standard

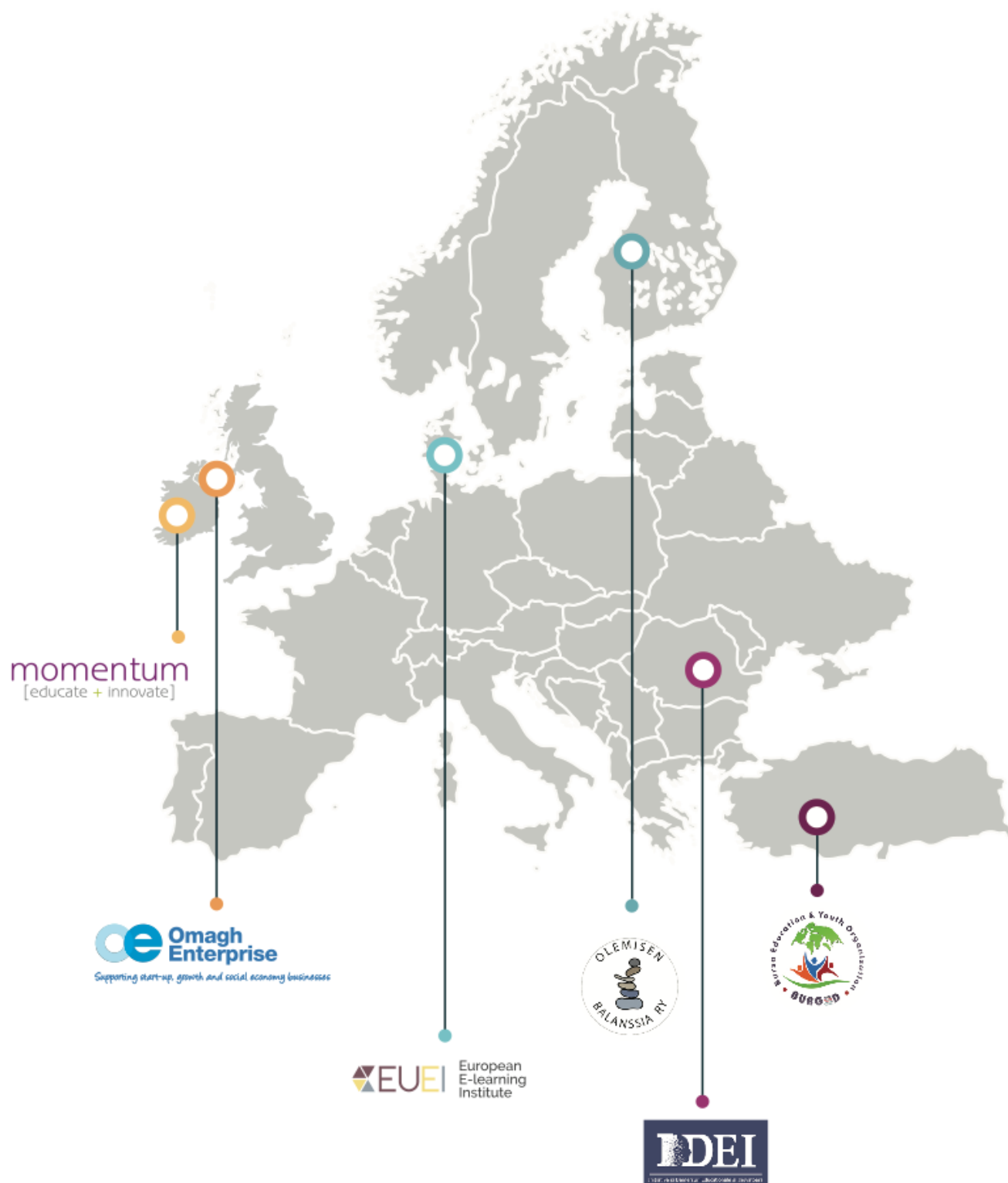


### Specific objectives are:

- a) Increase awareness, understanding and commitment to DIGITAL SOCIAL INNOVATION at all levels in the youth sector by evidencing its contribution to empowerment, integration and competence development.
- b) Strengthen the capacity of youth organizations to teach DIGITAL SOCIAL
- c) Maximize the number of young people learning and carrying out DIGITAL SOCIAL INNOVATION projects by sharing our model via an online course and interactive platform.



## 1.2 Partnership



[www.ydsi.eu](http://www.ydsi.eu)



## ASOCIATIA PENTRU INITIATIVE SI DEMERSURI EDUCATIONALE SI INOVATOARE



Asociatia IDEI is a non-profit organisation founded in February 2016 by a group of visionary young people who strive to create an innovative, tolerant and fully conscious Europe that offers all its residents equal opportunities. Asociatia IDEI is designed to be a source of ideas, development and innovation in the education of young people and an active factor in creating awareness regarding our three pillars of work: i) Education; ii) environment and climate change; iii) equal opportunities, regardless of the gender, race, social status or provenience. The core values that define Asociatia I.D.E.I. are innovation, creativity, integrity, tolerance and social activism. Their work benefit significantly from strategic partnerships, both national and international, and they are in the process of building a varied and meaningful network of partner organisations..

## OMAGH ENTERPRISE COMPANY

Enterprise Company (OEC) was established in 1984 as the local enterprise agency for the area. The organisation is a not-for-profit company limited by guarantee with charitable status, a strong management team and a voluntary board of directors, representative of the local community. OEC's core goal is to promote for-profit and social enterprise initiatives in the Omagh area and the west of Northern Ireland. They have instigated, managed and delivered a wide range of high profile publicly funded training programs to this effect and our main services include enterprise advice, training and mentoring; and wider consultancy services. Reflecting their strong commitment to technology and innovation, they manage 80,000 square feet of workspace that includes a Technology Incubation Centre and an Innovation Growth.



## MOMENTUM MARKETING SERVICES LIMITED



MMS is an Irish training organisation with particular experience and capacity in delivering progression training for hard to reach groups including youth and those most distant from the labour market and those who work with them (youth workers, enterprise centres etc). They specialise in innovative and applied capacity building programmes and platforms to enable young people entering the world of work to participate as fully as possible in the contemporary labour market. They provide practical opportunities for the youth unemployed or under-employed through the provision of training and opportunities to develop innovation and enterprising skills which provide young people with a route to business creation (inc social enterprise), self-employment and financial empowerment; while entrepreneurial thinking encourages innovation and resilience in all spheres, personal and professional.



## BURSA EDUCATION AND YOUTH ASSOCIATION

Bursa Education and Youth Association, also known as BURGED, is a youth-serving education and training organisation which encourages youth development through international youth exchanges (mobility) and the development of innovative education for youth, especially in the field of social innovation and entrepreneurship, basic employability skills, literacy, numeracy, languages and hard and soft communications skills. We work directly with thousands of young people each year and also work with a wide range of partner and client organisations to improve the quality of youth education, especially for those who seek to make a difference with their work in disadvantaged communities. The organization is very well connected and they place great value on the role of alliances, co-operations and reliable networks to overcome the problems of social integration and challenging the unemployment of young adults.



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## EUROPEAN E-LEARNING INSTITUTE

European E-learning Institute (EUEI) specialises in the creation of powerful online platforms, immersive educational environments and provision of resources and tools to create truly valuable learning experiences. EUEI was founded on the concept of 'continuing education'; a post-secondary education programme that provides further enrichment to learners in a wide range of sectors, covering topics that are professional and/or personal. As an organisation, EUEI places tremendous worth on the informal and flexible nature of continuing education and crafting flexible, online learning courses for those wishing to improve themselves and stay ahead in their careers and in business. Building inclusive and resilient communities is also a key goal of the organisation. Each of our online courses is delivered via a state-of-the-art learning system with an asynchronous learning format which enables learners to advance at their own pace, taking into consideration professional and personal commitments.



# SECTION 02

## DIGITAL SOCIAL INNOVATION





## 2.1 What is Digital Social Innovation and Why?

Since Digital Social Innovation is an evolving and extensive field, it is difficult to find an all-encompassing definition. Furthermore, as other similar fields like ‘civic tech’ and ‘tech for good’ are also becoming common currency there is limited use in boxing ourselves into a strict definition. However, when we bring our own research and narrow down the terms with regards to our project purposes, we proceed to use the definition used by the Young Digital Social Innovation project;

*“A type of social and collaborative innovation in which innovators, users and communities collaborate using digital technologies to co-create knowledge and solutions for a wide range of social needs and at a scale and speed that was unimaginable before the rise of the Internet.”<sup>1</sup>*

Simply we might say Digital Social Innovation is about using open and collaborative technologies to tackle social challenges and change people’s lives. The term Digital Social Innovation overlaps a lot with other terms like “tech for good”, “civic tech” and “social tech”, and we try to avoid getting into debates about terminology. What’s more important to us is that we’re all heading in the same direction and share similar aims: to reorient technology to social ends, and to harness it to improve lives and benefit the many rather than the few; to empower citizens to take more control over their lives, and to use their collective knowledge and skills to positive effect; to make government more accountable and transparent; to foster and promote alternatives to the dominant technological and business models — alternatives which are open and collaborative rather than closed and competitive and to use technology to create a more environmentally sustainable society.

**Taking into account these explanations, Digital Social Innovation should focus to initiatives which,**

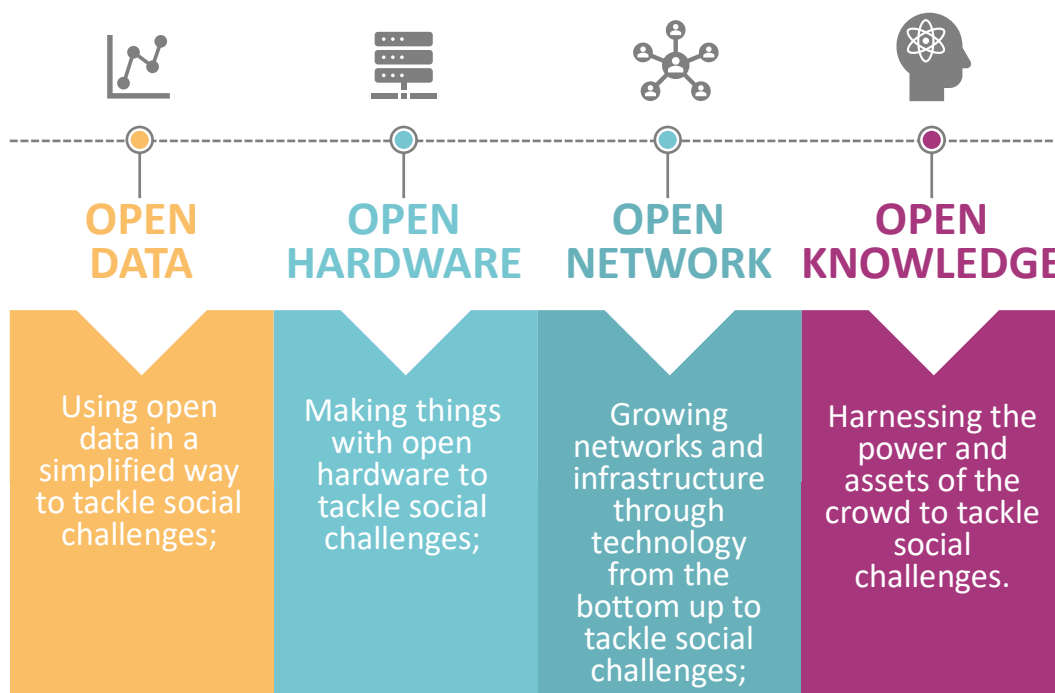
- Have a social impact;
- Adopt new technology trends in a novel way;
- Aim to empower citizens for individual and collective awareness;
- Demonstrate a clear network effect;
- Focus on supporting and working with grassroots or ‘bottom-up’ communities of users.

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<sup>1</sup> Matt Stokes, Peter Baeck, Toby Baker May 2017 Digital Social Innovation

## While using these initiatives, Digital Social Innovation utilises four overlapping areas which are;

Open hardware, Open Data, Open Networks and Open Knowledge.<sup>1</sup>



While we don't think the present day is uniquely different from any time in the past, as is often said, we do think communities face a number of vast challenges including a broken economic model, gross inequality which is only getting worse due to things like automation and centralisation of money and power in tech platforms, climate change and a crisis in democracy. We believe that Digital Social Innovation is one method which has a transformative potential in a lot of these areas, although it's of course by no means a panacea. The digital aspect of Digital Social Innovation allows us to tackle social challenges in new ways at a much greater scale and speed than was possible before the rise of the internet; it allows citizens to take more control and to demand more transparency; it provides the opportunity for civic renewal and forms of citizen collaboration fit for the twenty-first century.

At the same time, the "dark side of technology" is rapidly coming to light among governments and the public, and Digital Social Innovation offers an alternative to the dominant tech models, as it attempts to use technology as a force for good. For Digital Social Innovation to thrive, though, citizens need to be engaged. Our research has shown that engagement is one of the big challenges facing Digital Social Innovation projects and organisations. It can be difficult to convince people of the worth of Digital Social Innovation initiatives - not to mention that we often simply don't have the time or resources to contribute as much as we'd like to civic society.

<sup>1</sup> Matt Stokes, Peter Baeck, Toby Baker May 2017 Digital Social Innovation

# SECTION 03

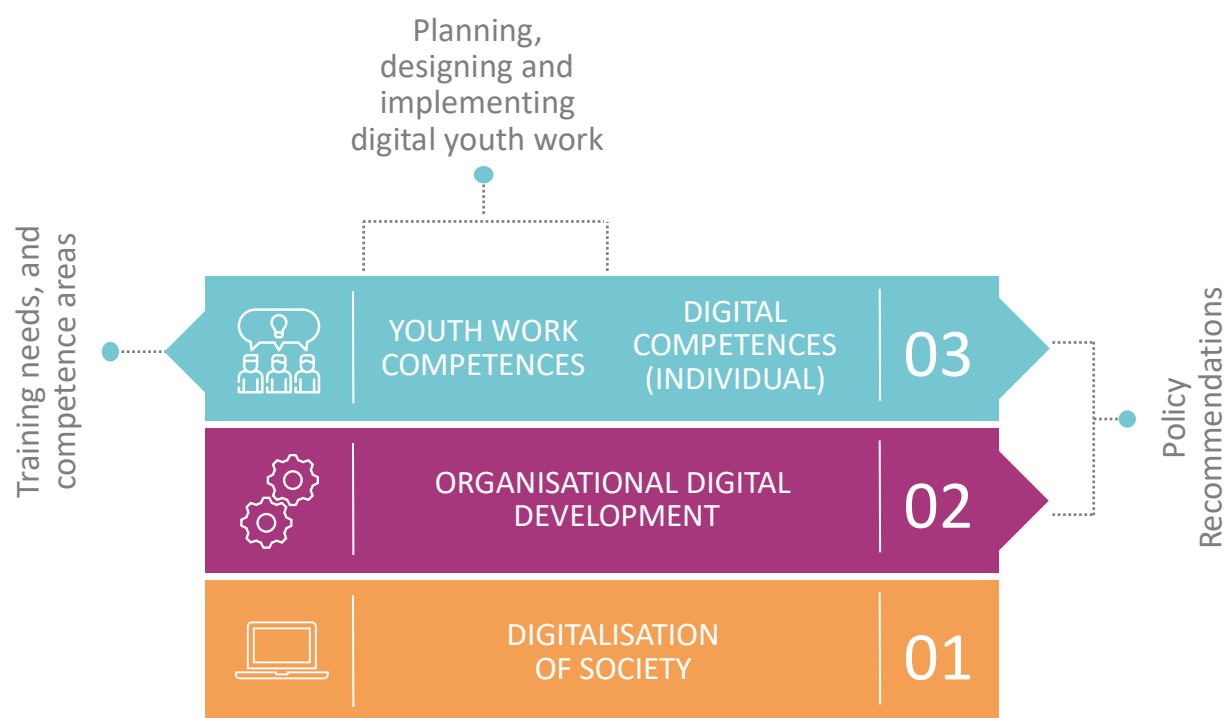
GOOD PRACTICES  
PRACTICALITY ON DIGITAL  
SOCIAL INNOVATION ON  
YOUTH WORK





### 3.1 What is Digital Social Innovation in terms of Youth Work

Youth work refers to goal-oriented educational activity that builds processes that make it possible to achieve the goals of youth work<sup>2</sup>. Digitality enables and makes it possible to reach more young people, it provides easy-to-use channels for young people's free-time. Digitalism not refers to being an expert It is enough to be open-minded, curious and willing to try out new forms of media.



#### Put together both terms;

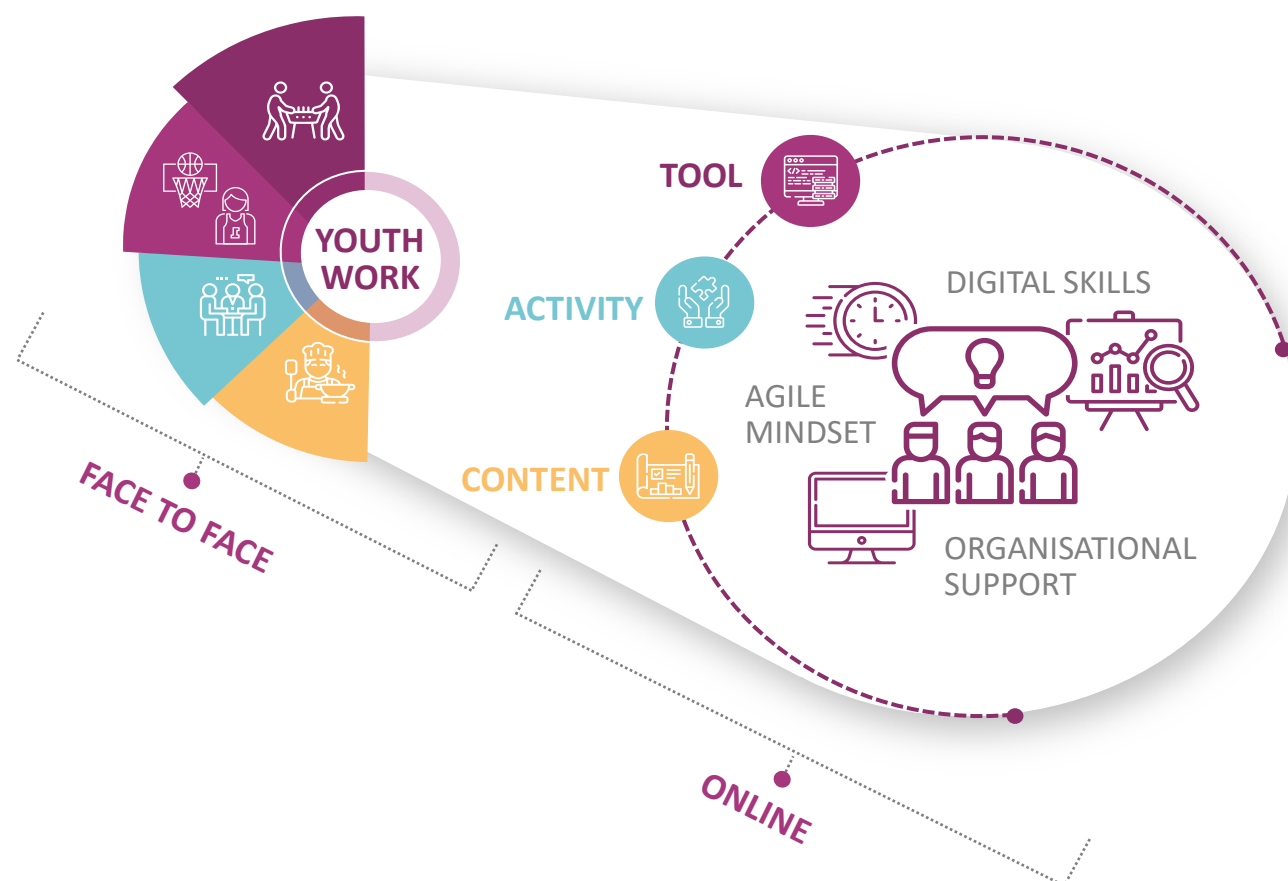
*Digital youth work means proactively using or addressing digital media and technology in youth work. Digital youth work is not a youth work method – digital youth work can be included in any youth work setting (open youth work, youth information and counselling, youth clubs, detached youth work...).*<sup>3</sup>

*Digital youth work has the same goals as youth work in general and using digital media and technology in youth work should always support these goals. Digital youth work can happen in face-to-face situations as well as in online Environments – or in a mixture of these two. Digital media and technology can be used either as a tool, an activity or a content in youth work. Digital youth work is underpinned by the same ethics, values and principles as youth work.*

Youth workers in this context refer to both paid and volunteer youth workers.

<sup>2</sup> Kiilakoski, Kinnunen & Djupsund 2015

<sup>3</sup> Developing a digital youth work-EU Commission publication, 2016



With regards to our project Young Digital Social Innovators, youth work within the area of Digital Social Innovation is not the only term used to refer to the use of digital technology, technology that enables greater participation in government or otherwise assists government in delivering citizen services and strengthening ties with the public and reaching disadvantaged groups. Our one of the objective is to raise awareness and commitment to introducing Young Digital Social Innovation (YDSI) into work with young people.

### By this way we prefer to put emphasis on;

- Learning opportunities it offers and how it relates to youth policy;
- Illustrate the value using of YDSI to develop key competences and engagement, especially with disadvantaged young people;
- Motivate youth educators and stakeholders with practical guidance on how to introduce Digital Social Innovation education into their organisations.

To put it in a nutshell, Young Digital Social Innovators project intends to approach today's social challenges by exploring some of the examples of where Digital Social Innovation is already delivering social impact in different areas. We firmly believe that by the help of providing specific case studies and examples, creating digital social innovation would make youth work easier.

### Some of the areas where Digital Social Innovation could deliver social impacts are;

- Digital Democracy
- Environment & Climate Change
- Health & Social Care
- Migration & Integration
- Skills & Learning
- Food

## 3.2 Digital Democracy

### OPEN MINISTRY

Crowdsourcing platform | Finland

#### What is it?

A civil society organization that helps people crowdsource law proposals into parliament.

#### When was it created?

March 1st 2012

#### How does it work?

- Online platform <https://www.kansalaisaloite.fi/fi/ohjeet/briefly-in-english>
- Initiatives submitted evaluated by experts
- 50 000 thresholds to be reached before passing the initiative to the Parliament for a vote

#### Organising/ Management

Open Ministry was set up by hacktivists in the series of open hack sessions with the pro bono help and input from IT companies. A non profit association was set up and is now in charge of running it.

#### Publicity

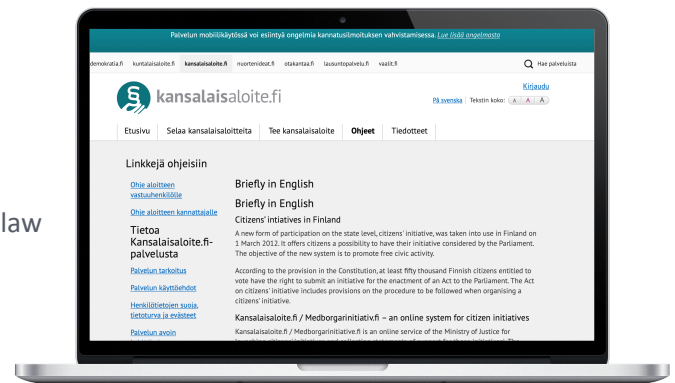
Media releases, blog articles, social media

#### Results

Lately the platform had experienced a decrease in activism, but up until the end of 2014 out of all initiatives passed over to the parliament, none had been voted in favour for

#### Contacts

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The Citizens' Initiative Act started as a political process, backed by Ministry of Justice and The Green Party and initially it was without any citizen involvement. While the act itself and all the constitutional amendments were being passed, there was no public discussion or public debate and almost no media coverage. It all changed after first initiatives were launched and the project started to get attention from the public and politicians as well. The biggest initiative that showcased how the project could possibly become a game changer was the Same sex marriage initiative which was signed by more than 100,000 people and the launch in 2013 of said campaign was very well timed with the ongoing debate in the Parliament. For the last one and a half year Open Ministry has seen decline in activity mostly because of insufficient funding. However, there are some proposals to keep Open Ministry as active as possible and turning the project into a political party is one of them. The idea is to inspire people to consider new ways of thinking and set an example how crowdsourced projects could evolve over time.

A key component to more active contributions from citizens is publicity. While the idea of citizens being able to propose new laws is good, the initiatives are sometimes rejected in the Parliament because they are not correctly formulated and prepared and that is where Open Ministry comes to help. Initiatives submitted to the platform are evaluated by experts and are then to acquire popular support to be considered further. Then, the selected proposals are considered by Ministry's volunteer experts and different professionals (such as researchers, professors etc) and lawyers to evaluate potential impact of the initiative. The process is transparent and available on the website thus allowing everyone to participate in debating. Furthermore, once the proposal has been furthered to the Parliament for consideration, citizens can also obtain a detailed information of how their representatives have commented and voted on the proposal.



## D-CENT

E-democracy toolkit | Finland

### What is it?

D-CENT (Decentralised Citizens ENGagement Technologies) is a Europe-wide project ringing together citizen-led organisations that have transformed democracy in the past years, and helping them in developing the next generation of open source, distributed, and privacy-aware tools for direct democracy and economic empowerment.

### When was it created?

2013

### How does it work?

- Online platform <http://tools.dcentproject.eu/> and <https://decisions.dcentproject.eu/>
- Keyword-based search engine
- Subscription to notifications
- Email updates
- Collaboration par for co-working

### Organising/ Management

Open Knowledge, Nesta, W3C

### Publicity used for promotion

Public events, social media

### Results

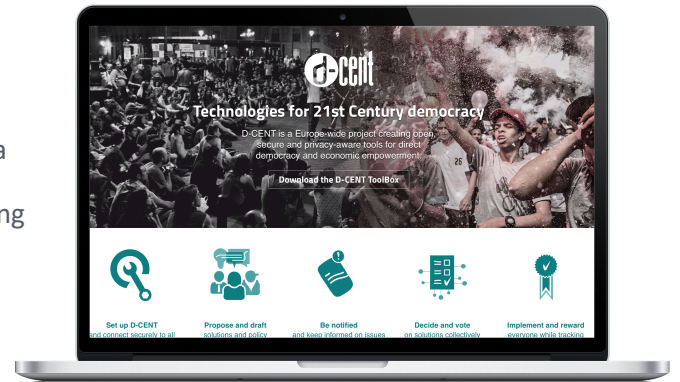
Participation tools used in Madrid, Reykjavik, Helsinki and Barcelona

### Contacts

Teemu Ropponen: [teemu.ropponen@okf.fi](mailto:teemu.ropponen@okf.fi)

D-CENT is a Europe-wide project creating privacy-aware civic engagement tools and applications for direct democracy and economic empowerment. While piloted in Finland via enabling active citizens to follow decision making process in Helsinki, it now functions elsewhere in Europe and strives to become popular on a global scale, too. The idea here is to bring citizens together with decision makers and developers, thus creating a new form of a decentralised social media platform which allows large-scale collaboration and promotes active participation in decision making. The platform allows the user to choose exactly those topics/issues that are of interest to him or her and to then sign up for a notification system, which will give the user a 'heads-up' when the city municipality/committee will be handling these issues of interest.

What D-CENT is trying to do in this case, is to explore new ways of changing interaction in decision making processes. It does so by trying to turn the decision made into almost a type of social object, fit for active online interaction. The key element of achieving this, is focusing heavily on an effective, plain and intuitive functionality of the platform. In addition, it allows to share the information on social media and helps people who may not interact in real life but share a joint interest, to create a co-working environment when they need to. This enables active and like-minded citizens to share their ideas in more efficient and active manner as well as to hold the officials accountable by following their actions closely. It has to be mentioned that D-CENT is a unique project also for the reason that it serves for more than a single purpose – it is not simple a political and a technical tool, it also has an innovative scientific approach to it. D-CENT as a project has released quite a few documents related to how certain aspects of it could potentially support theories and ideas in other fields.



## 3.3 Environment & Climate Change

### INSPECTORUL PADURII

Crowdsourcing portal

#### What is it?

It is a mobile app, called “Inspectorul padurii”, which means “Forest Inspector”, available to anyone owning a smartphone, which allows citizens to monitor the illegal wood logging and, more precisely, its transportation.

#### When was it created?

It was launched in July 2016

#### How does it work?

- Mobile app downloaded on your phone
- Easy access and usage
- Interrogation based – generates 2 types of answers
- Real time verification
- No email updates or notifications, since the app typology does not require a constant dialogue with its users- it has a very targeted result

#### Organising/ Management

Ministry of Environment, Water and Forests/ Romanian Government

#### Publicity

Social Media, traditional media

#### Results

According to the media, the app had a record breaking of 60.000 downloads and the citizens carried on over a million interrogations in order to check if certain wood transportations were illegal or not. Following the app usage and relaying on its results, there were many 112 calls which led to police investigations. Unfortunately, due to political reasons, the app was shot down in 2017

#### Contacts

gardaforestiera.brasov@gmail.com

Once you have downloaded the app, you can be fully involved in monitoring any wood transportation vehicles. Whenever you spot a vehicle that carries wood, you access the app and introduce its number plate. The app verifies the vehicle in real time and automatically provides the following information: the existence or nonexistence of that particular transportation. If the transportation is real and legal, the app will display the available data on the transportation, such as the wood type, the quantity, etc. If not, the following message will be displayed –

*“This transport might be illegal, since it is not registered”*

The app is connected to other instruments meant to put a stop to the illegal wood logging such as SUMAL- a national integrated system which follows the path of the wood and “Radarul Padurilor”- the Wood tracking system, the first app on this subject.

## AERLIVE

Smart Online Platform

### What is it?

A platform, aerlive.ro, which collects and publishes data on the air quality in Bucharest, Romania, hence providing real time measurements on air pollution in the major Bucharest neighbourhoods.

### When was it created?

December 2019

### How does it work?

- Online platform
- A network of fixed and mobile stations located in the relevant parts of the city
- Data is collected and exported in the aerlive network- leads to the establishment of the air quality
- Access to real time data on the aerlive.ro platform;
- Automatical monitoring
- Mapping trends regarding the air quality in Bucharest

### Organising/ Management

Centre for Sustainable Policies - Ecopolis/ ETA2U Foundation and other partner organisations such as IKEA Fund for the Urban Environment

### Publicity

Social media and traditional media

### Contacts

[echipa@ecopolis.org.ro](mailto:echipa@ecopolis.org.ro)

The aerlive.ro network (beta) means 10 fixed stations and 2 mobile stations, located in relevant points of the city. The stations measure parameters of PM10 (powders with a diameter of less than 10 microns), PM2.5 (powders with a diameter of less than 2.5 microns). Aerlive.ro collects and publishes information regarding the air quality in Bucharest.

You can check the platform for targeted data on various neighbourhoods, such as the Air Quality Indicator, humidity, wind and pressure, air temperature, etc. So far there are 10 sensors located throughout the city and, by 2020, the goal is to integrate at least 50 other sensors. Future plans also include sharing citizens individual sensors for measuring micro-particles. This type of data will also be collected in real time by the platform.





## 3.4 Health and Social Care

### Kooth

Online Mental Health Counselling  
<https://www.kooth.com/index.html>

#### What is it?

An online anonymous mental health counselling service for children and young people.

#### When was it created?

It was launched in 2004, accredited by the BACP (xenzone.com)

#### How does it work?

- Provide real counsellors who can talk to young people and help them with any issues they are facing.
- Articles written by other young people which are free to read by others on the site, as examples of the difficulties young people face and offering helpful advice.
- A “daily journal” service which allows the user to record how they are feeling.
- Run regular programmes such as a rest and relaxation forum for anger management week.
- Upload helpful articles such as distraction techniques and coping methods.

#### Organisation/Management

Kooth is provided by a company called Xenzone, a company who use technology to help people access better mental health services.

#### Publicity

Was praised for their work on mental health with young people in an article in the Guardian in 2018

#### Results

“The number of under-18s using Kooth, a free online counselling service, has shot up from 20,000 in 2015 to 65,000 last year, and is forecast to rise further to 100,000 this year.” (The Guardian, 2018).

#### Contacts

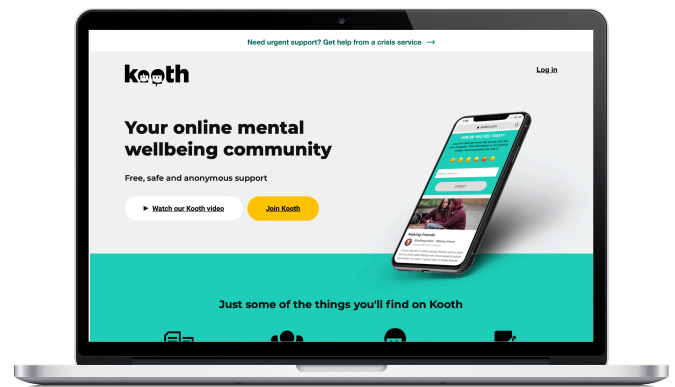
Email: [contact@xenzone.com](mailto:contact@xenzone.com) Phone: 02039849337

- Free to use.
- Anonymous.
- Confidential service.

*“Young people like the fact they can talk to a counsellor either instantly, or within 10 minutes, for up to an hour in the evenings. They love that immediacy”,  
said Aaron Sefi, the research and evaluation director at XenZone,  
the company behind Kooth.*

*“They also love the anonymity involved, because they can sign up without giving their personal details. Plus, they’re in control, because they are choosing to contact us rather than being told to do so.”  
(Aaron Sefi, Xenzone)*

Its use of video counselling and supportive text messages also help young people feel less alone. Kooth is a useful digital tool for the health and social care of disadvantaged young people because it is free to use. As counsellors are available through this online service, it means that young people will not be out the extra cost of having to travel to face-to-face appointments with counsellors. They can instead receive this help from the comfort of their own home. It is specifically tailored to suit children and young people, with counsellors experienced with child and adolescent mental health issues. They can also access this service immediately, rather than being put on a long waiting list for a face to face appointment. The service is confidential, so young people know their privacy is protected.



## 3.5 Migration and Integration

### Migport | Turkey

#### What is it?

Refugee Volunteer Information Sharing Network Migport is a project aimed at listening to the problems of immigrants and creating solutions for them. Migrants enter their problems anonymously; the solution is developed by other immigrants who work voluntarily on this network, or by public institutions through a Turk.

#### When was it created?

2016

#### How does it work?

- Online platform & Mobile App <http://www.migport.com/>
- Refugees connect anonymously with volunteers
- Just a nickname is enough for connection
- GDPR compliant- (General Data Protection Regulation)
- Refugees earn Migport's pre-paid food cards for filling the questionnaire and can also participate in paid-research projects conducted by academicians.

#### Organising/ Management

Industries: Information Technology and Services  
Company size: 1-10 employees

Headquarters: Ankara, Cankaya  
Type: Public Company

#### Publicity used for promotion Social media

Facebook [https://www.facebook.com/pg/migrationport/about/?ref=page\\_internal](https://www.facebook.com/pg/migrationport/about/?ref=page_internal)  
Instagram <https://www.instagram.com/migrationport/>  
Twitter <https://twitter.com/migrationport>

#### Results

Still in use with over 15000 users in 100 countries

#### Contacts

Address: Üniversiteler Mah. Ön Kuluçka Merkezi 2, ODTÜ TEKNOKENT 06800 Çankaya/Ankara  
E-mail: [berat@migport.com](mailto:berat@migport.com)

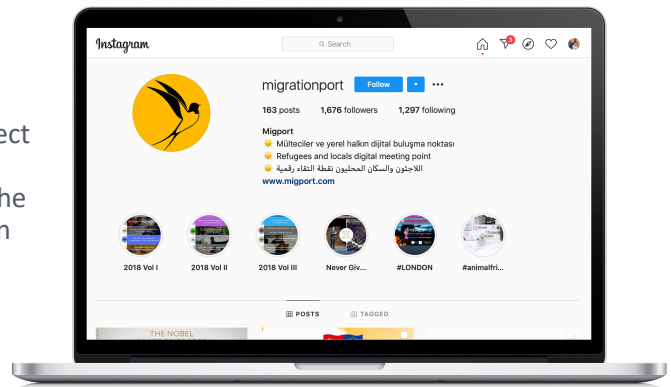
Berat Kjamil, who came with a small suitcase and big dreams from Macedonia to Turkey, a Turkish-born immigrant youth. Refugee Volunteer Information Sharing Network Migport is a project aimed at listening to the problems of immigrants and creating solutions for them. Migrants enter their problems anonymously; the solution is developed by other immigrants who work voluntarily on this network, or by public institutions through a Turk.

*“Huge funds are spent on immigrants, but they are still in very bad shape. After realizing this, we developed evidence-based projects by examining how data-oriented the projects are, and how much solutions migrants can produce for social and economic integration issues,” explains Berat*

Thanks to this application, a Syrian mother, who has not been able to send her child to school for two years, can also find a solution, a job seeker refugee enters this application and writes her main qualities and talents. Volunteers are also intermediaries in job creation by matching these data with companies seeking workers. One of the benefits of the application in terms of public health was that Afghan refugees who had reservations and lack of information about being registered were identified and reported to public institutions; and among these refugees were sick and needed treatment.

#### Works in three languages

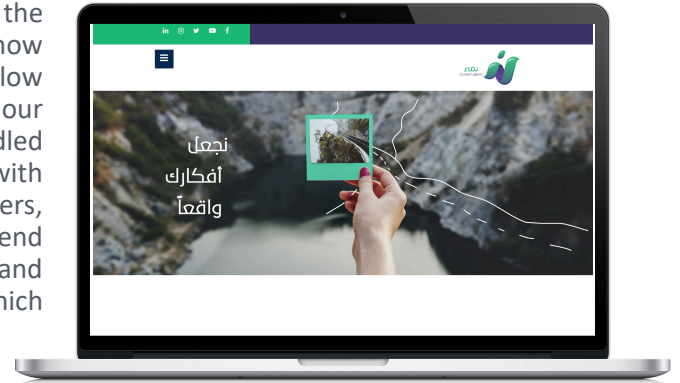
The application provides services in Arabic, English and Turkish. By the US Ministry of Foreign Affairs and the German Marshall Fund, this project selected most innovative project in Turkey, also from Canada, it was awarded the prize on behalf of the social initiatives of Turkey.



## Gherbtina | Turkey

### What is it?

Mojahed Akil is one of around 4 million Syrians who have fled the country since a brutal civil war. He is a software developer now lives in neighboring Turkey. Akil launched a free app to help fellow Syrian refugees in Turkey. It's called Gherbtina, which means our loneliness, otherness, or exile in Arabic. Gherbtina is a bundled application (web and radio) app aims to help Syrians in Turkey with everything. The app has different sections like jobs offers, registration requirements for Syrian students to attend universities, regulation regarding residence permits and information about settlements like which areas are safe and which are being shelled... Anything that is useful for Syrian refugees.



### When was it created?

2014



«This main menu is broken down into sections that include job listings (that's the icon with the magnifying glass). Another section lists local businesses and services that Syrians might need (that's the icon with the man in the suit), with links to things ranging from language classes to Syrian sweet shops. And there's a section called "I Need" (that's the one with the hand symbol), where you can post a question about whatever you need to find in your area on a message board. When we looked, people were seeking recommendations for things like doctors and drivers.

"Help Me" gives you a step-by-step guide on what you need to do when it comes to government processes, like getting that Turkish work permit. »



- Online Platform & Mobile App <https://play.google.com/store/apps/details?id=namaa.ghrbtina.syria>
- <https://apps.apple.com/tr/app/shbkt-ghrbtina/id1137022172?ign-mpt=uo%3D4>
- Web <https://www.8rbtina.com/>

### Organising/ Management

Company <https://namaa-solutions.com/>  
Industries Information Technology and Services  
Headquarters Istanbul, Gaziantep

### Publicity used for promotion - Social Media

LinkedIn <https://www.linkedin.com/company/namaa-solutions>  
Facebook [https://www.facebook.com/namaa.solutions/?ref=br\\_rs](https://www.facebook.com/namaa.solutions/?ref=br_rs)  
Twitter [https://twitter.com/namaa\\_solutions](https://twitter.com/namaa_solutions)  
Instagram [https://twitter.com/namaa\\_solutions](https://twitter.com/namaa_solutions)

## Results

Over 50000 uploads, still in use. Last update May,2017

## Contacts

E-mail: [support@8rbtna.com](mailto:support@8rbtna.com)  
E-mail: [mojahed.akil1@gmail.com](mailto:mojahed.akil1@gmail.com)

## Address:

1. Gülbahar mah. Şekerciler Sk. Meriç Merkez No: 3 Kat: 4 Şişli / İstanbul
2. İncili Pınar Mh. Gazi Muhtar Paşa Blv. Doktorlar Sitesi B: AK: 6/603 Şehitkamil / Gaziantep

Around 1.7 million Syrian refugees, almost half of those who have fled overseas, have ended up in Turkey, according to the latest UN data. As the war in Syria enters its fifth year with no clear end in sight, refugees like Akil are being forced to accept that their stay in their new country has no clear end date, increasing pressure on them to set up a new life. However, many have tried to avoid interactions with the Turkish system, partly due to language barriers and partly due to feeling nervous about dealing with government officials.

The app has had around 55,000 downloads so far. Users can also look up tips on Gherbetna's website or Facebook page. Akil wants to expand the project into other countries where Syrians are ending up — he launched an Egyptian edition and he'd also like to launch Lebanon and Jordan editions. At first, a smartphone app might seem like a strange way to help out when huge swathes of the Syrians who have fled overseas since 2011 currently live in refugee camps and reportedly often face dire living conditions. But within that huge number there are many middle-class Syrian refugees, who fled with enough cash to rent small apartments for a while and in some cases found basic jobs.

*"The Turkish government also provides internet access in some camps - it's seen as an essential service that helps people stay in touch with their relatives who are back home or who fled to other countries. "This period has spread us out between many different countries," says Akil, whose parents and siblings fled separately to Saudi Arabia and Dubai.*

*"There are many Syrians like me."*



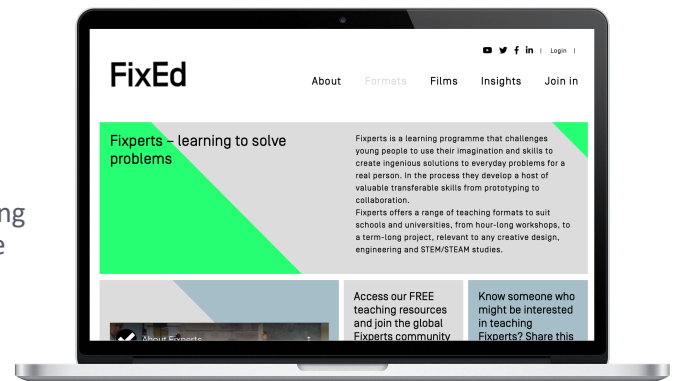


## 3.6 Skills and Learning

### Fixperts

#### What is it?

Fixperts is a simple framework for teaching a human-centred design process in schools and universities. We provide teaching resources and training to enable educators worldwide to take advantage of its compelling nature.



- Run in 30+ universities worldwide
- Central to a Level 1/2 STEM Technical Award in English schools
- Aligned with Design & Technology curriculum at Key Stages 3 and 4 in English schools (ages 12-16). Download our 'Fixperts for...' guide to see how Fixperts links to D&T, STEM, Science, Maker Mindset and Life Skills.
- Winner of the international Blueprint Award for Design 2016
- Rich archive of 400+ Fixperts films viewed over 500,000 times
- Free basic materials
- Structured as a non-profit organization

Fixperts is a learning programme that challenges young people to use their imagination and skills to create ingenious solutions to everyday problems for a real person, often using digital technologies to aid this. In the process they develop a host of valuable transferable skills from prototyping to collaboration.

#### When was it created?

FixEd originated in 2012 when 2 founders (Daniel Charney and James Carrigan) commissioned the first 5 films surrounding the fixperts at work, the Fixperts have been developing the Fixperts programme in schools since 2016. FixEd is the think-and-do tank concerned with inspiring and equipping creative, ingenious and generous problem-solvers around the world (especially, though not exclusively, Fixperts). We support educators and organisations to engage and motivate learners through our popular, award-winning learning programmes for schools and universities. Our research programme connects you to current ideas and approaches and the type of 21st-century skills that young people need.

#### How does it work?

This is how Fixperts work....



## Organising/ Management

### Daniel Charny Co-founder and Creative Director

Professor of Design, industrial designer, one-man evangelist for the importance of making in our future lives, Fixperts was borne out of Daniel's frustration with design and engineering students lacking basic understanding of materials, processes and people. Daniel's commitment to the importance of linking imagination with skills, and ideas with hands-on experimentation, has powered his activity as a design educator, curator and consultant. Daniel is our creative coach and international ambassador.

### Dee Halligan Co-founder and Managing Director

Dee has taken the promise of Fixperts into a new phase with the founding of FixEd. A seasoned strategist and senior manager for the big cultural players who engage the public imagination, such as the Science Museum and the National Trust, her focus is laser sharp: to deliver real value and make real impact. Sounds simple! Under her direction we've set the ambition high and are clear about the path ahead. Broad appeal and a sustainable future await.

### James Carrigan Co-originator – Fixperts

Daniel and James originated Fixperts together in 2012 when they commissioned the first 5 films. James' energy and drive in the pilot and launch. Stages were key to the dynamic character of the project. He is our greatest conspirator and relentless ambassador. James is the co-founder of the wonderful Sugru. Many more associate and facilitators

## Publicity

Relies a lot on Social media to spread the knowledge and awareness of their work (Facebook, twitter, YouTube, LinkedIn) as well as traditional media coverage.

## Results

Award winning results examples:

- Donal was paralysed in a rugby accident when he was 16 which left him without the use of his hands, he had not written for 15 years until the Fixperts at NCAD designed a writing aid for him.
- 5 year old Gabby who lives with a disability, doesn't have the right tool to feed herself independently. This Fixperts project enables her to do just this and gain some independence
- At 82 years of age Tom lives independently but has one problem - rheumatism in his hands makes it hard to do his buttons up... NCAD in Dublin has become a firm friend of Fixperts, and they have helped come up with a solution for Tom.
- Mia also lives with a unique disability which makes it difficult for her to hold a fork, making mealtimes a struggle. Fixperts Dennis, Mario and Julia design a 3D printed bracelet to solve the problem.

## Contacts

International House, Canterbury Crescent, London SW9 7QD

Email: [hello@fixing.education](mailto:hello@fixing.education)

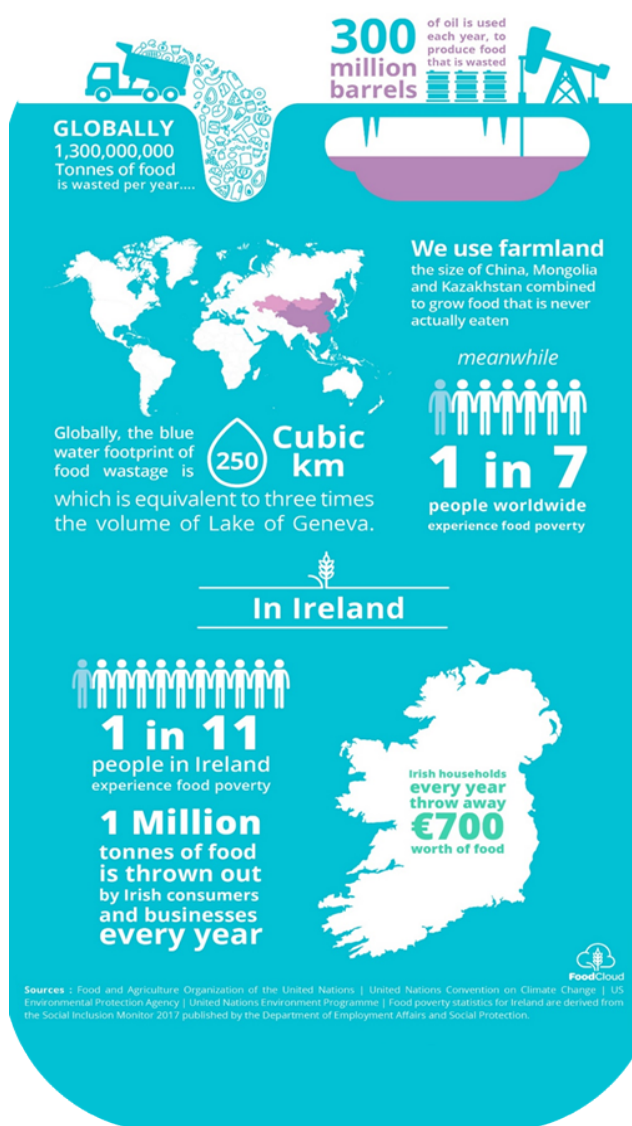
## 3.7 Food

### The People Behind FoodCloud

#### Founders

Aoibheann O'Brien and Iseult Ward

Founded in 2012, Aoibheann had just graduated with a BA Law & Accounting and Iseult was in her third year doing a business degree in Trinity. Aoibheann was doing a masters and Iseult was in her undergrad when they met basically at a social enterprise evening and were talking about food waste and ideas around doing something about matching food waste and scarcity. So that started in February 2012. They started calling up farmers' markets, talking to charities, finding out did they get donations of food, how did it work and eventually after a lot of research and hard work they decided that the most efficient way to do this would be to have some kind of mobile technology to match up the businesses and charities within communities.



#### What is it?

FoodCloud is a Registered Charity. It offers a fast and efficient way for businesses to donate surplus food to charities within their communities. Surplus food is food that is perfectly fit for human consumption but cannot be sold for a variety of reasons (e.g.: fresh produce that will not be sold the next day, short dated product, slightly damaged packaging or mistakes in ordering). By using the FoodCloud application a business can upload details of their surplus food and the time period in which the food can be collected. A text message is sent automatically to charities in the community and the first charity to accept the offer collects it directly from the business.

#### Working with Charities

FoodCloud creates a network of charities to match donating businesses. These charities provide support to many individuals within the community, including; children and youth at risk of food poverty, single parents, the elderly, those who are homeless, those who are going through drug and alcohol rehabilitation, those who are unemployed, women who are escaping domestic violence; and families with low incomes who need help to get by. The surplus food received from generous food donors goes to the network of more than 9,500 charities across Ireland and the UK, enabling them to benefit from significant cost savings, which they can reinvest back into the important services they provide in their communities. Together they are creating a ripple effect of kindness, providing inclusion and opportunities to communities through good meals. Up to October 2019, over 27,000 tonnes of food has been redistributed using FoodCloud's technology platform and redistribution network to charities and community groups across the UK and Ireland, in partnership with FareShare. This represents an astonishing 87,358,253 tonnes of CO2 equivalent avoided.



### Our Mission

To transform surplus food into opportunities to make the world a kinder place.

- We will achieve our main mission by achieving our mini missions:
- Redistribute surplus food, thereby reducing food waste.
- Create opportunities for social inclusion through this redistributed food.
- Inspire communities to take local action, the ripple effect of which will result in global change

### Our Vision

A world where no good food goes to waste.

### When was it created?

FoodCloud started in 2012. In July 2014, Tesco and FoodCloud launched a ground-breaking partnership that saw all surplus food from Tesco's 149 stores redistributed to charities and community groups through the use of FoodCloud's App which was set up by these two young social entrepreneurs. The partnership follows a successful FoodCloud pilot programme in 18 Tesco stores, which ran from October 2013 to February 2014 and saw them donate almost 60,000 meals or 27 tonnes of food to 38 charities. Since partnering with FoodCloud, charities such as Drogheda Homeless Aid has been able to reduce its weekly food costs by an average of 30%.



### Full Interview

<https://www.her.ie/life/irish-women-in-business-iseult-ward-and-aobheann-obrien-of-foodcloud-159937>

- How they did it?
- Challenges
- Greatest Moments
- Where they see themselves going
- Best advice given





## How does it work?

### There are two simple steps involved;

1. A supermarket has perfectly good food that they cannot sell, in seconds, they upload a description of the food using their in-store scanner or our smartphone app.
2. A local charity inked to the store through our platform receives a notification letting them know food is available for collection. The charity responds accepting the food and they go and collect it.



The FoodCloud app allows Tesco to upload details of their surplus food every day at a particular time and specify a time for collection. From here a text message is then sent out to all the FoodCloud partner charities in the community to notify them of the offer. When a charity accepts the donation, they collect it from the relevant Tesco store within the time period specified. FoodCloud Hubs works with food businesses nationwide who have volumes of surplus food, such as farms, manufacturers and distributors to manage ad-hoc and regular supplies of surplus as efficiently as possible. In some instances, businesses deliver directly to their Hubs in Cork, Galway and Dublin. In other circumstances, they collect from food businesses daily or weekly with our national fleet of refrigerated vans. Once the food reaches the closest FoodCloud Hub, it is counted, uploaded onto the IT warehousing system, and then segregated into storage. They implement a robust, industry standard food safety system to ensure that food is collected and delivered in a safe condition. Each day their Hub team call our designated charity partners, go through all the products that they have in the Hub and take an order for delivery or collection the next day. Charity partners pay a nominal contribution towards the storage and transport of the food.

Charities have access to a supply of fresh food and business can contribute to their community in a meaningful and practical way by ensuring that no good food goes to waste. It's a win-win, charities have access to a supply of fresh food and businesses can contribute to their community in a meaningful way. The partner charities, from breakfast clubs to homeless hostels to family support services, benefit through making savings on their food costs. This allows them to reallocate their funding towards their core service and support their underlying mission.

<https://food.cloud/how-foodcloud-works/>

<https://food-and-community.tesco.ie/home/supporting-local-communities/no-time-for-waste/what-is-foodcloud/>

## Organising/Management

FoodCloud is made up of a team of volunteers, board of directors, retail partners, donors, charities and community organisations throughout Ireland and the UK. FoodCloud has a growing team of 36 dedicated individuals who work across Ireland and the UK.

## Board of Directors

<https://food.cloud/board-of-directors/>

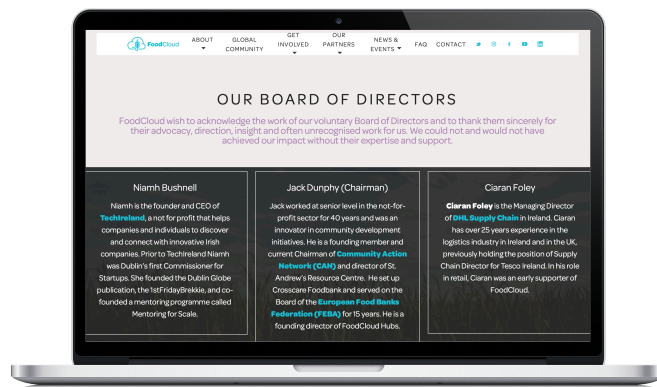
## Publicity & Awards

**October 15, 2019 Over 65 Million Meals Redistributed**

<https://food.cloud/over-65-million-meals-redistributed/>

**October 16, 2018 Over 40,000,000 meals redistributed via FoodCloud**

<https://food.cloud/over-40000000-meals-redistributed-via-foodcloud/>



## Pakman Award:

Community Recycling Project of the Year FoodCloud and FoodCloud Hubs were proud to have won the award that recognises excellence in waste management and recycling among businesses, organisations, community groups and initiatives in Ireland.

## Innovation for Change Award

In 2018, we were honoured to have been presented with the Innovation for Change Award. This category recognises an organisation that has had a humanitarian impact on society through their innovation.

**October 20, 2016 Tesco Donates 2 Million Meals for Irish Charities Through FoodCloud**

<https://food.cloud/tesco-donates-2-million-meals/>

**January 19, 2017 FoodCloud Expanding in the UK with Leading Retailers**

<https://food.cloud/foodcloud-expanding-in-the-uk-with-leading-retailers/>

Businesswoman of the Year 2017 [https://www.ul.ie/business/businesswoman\\_2017](https://www.ul.ie/business/businesswoman_2017)

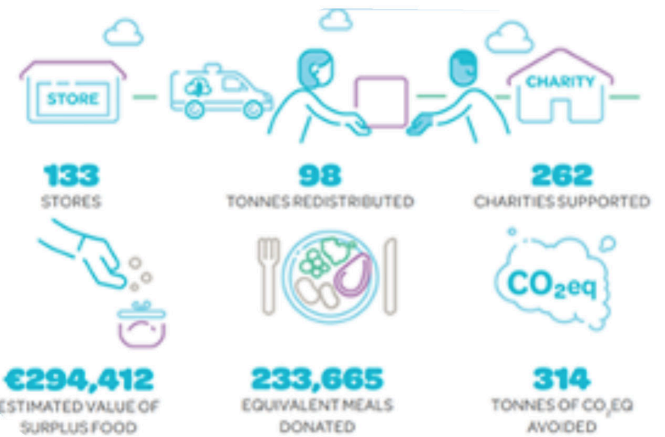
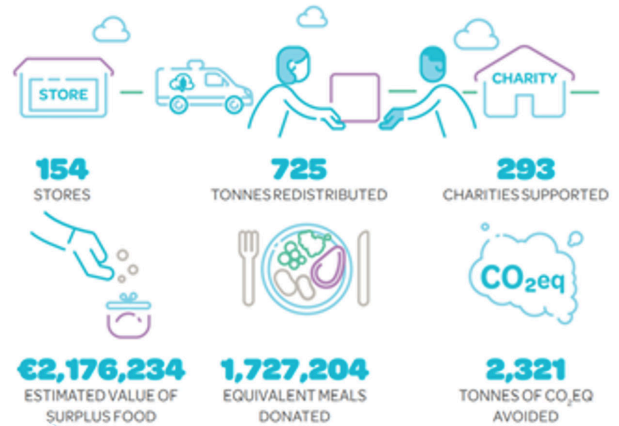
## More News

<https://food.cloud/news/>

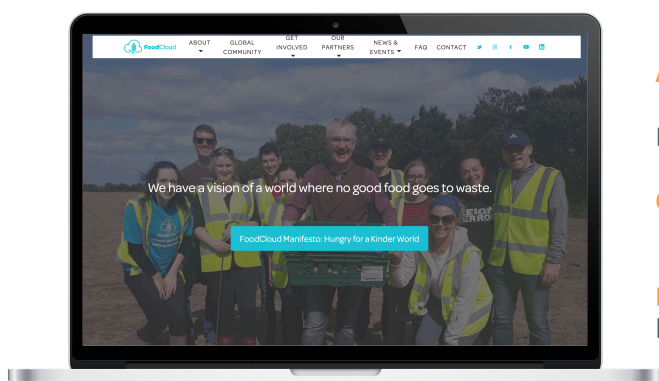
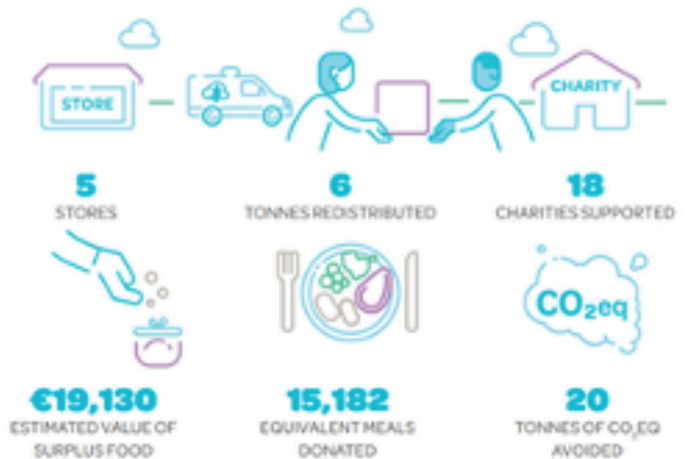
## Results & Impact

- Have created a solution for surplus food redistribution that supports more than 9,500 charities and community groups across Ireland and the UK.
- In October 15, 2019 FoodCloud announced over 65 million meals were redistributed.
- Since FoodCloud began in 2014, they have seen significant growth. In 2018, they saw an increase of 37% in the volume redistributed across Ireland and the UK compared to 2017, and a 228% increase compared to 2016.
- The technology has advanced, which is now being used by more than 3,500 retail stores in five countries
- By 2021, they are aiming to establish 10 international partnerships, supporting food redistribution organisations in increasing the amount of surplus food they can rescue, and supporting the overall global achievement of UN Sustainable Development Goal 12.3 by 2030. Aim to redistribute 25% of Ireland's surplus food by 2030
- In 2018, FoodCloud continued creating solutions to redistribute surplus food that reduce food waste, increase social inclusion and inspire communities to take local actions that can create global change.

[https://food.cloud/wp-content/uploads/2019/10/FoodCloud-Report2018\\_FA.pdf](https://food.cloud/wp-content/uploads/2019/10/FoodCloud-Report2018_FA.pdf)



## MUSGRAVE MarketPlace



### All partners impacts internationally

[https://food.cloud/wp-content/uploads/2019/10/FoodCloud-Report2018\\_FA.pdf](https://food.cloud/wp-content/uploads/2019/10/FoodCloud-Report2018_FA.pdf)

### Contacts

<https://food.cloud/contact/>

### Links/Official Website

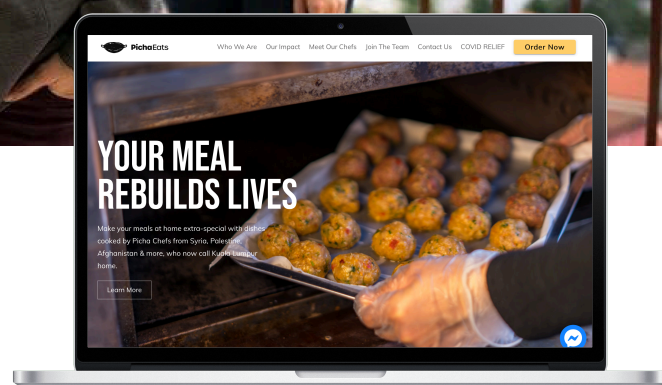
<https://food.cloud/>

## The People Behind Picha Eats



### Founders

Kim Lim	Co-Founder, Operations
Swee Lin	Co-Founder, Finance & Human Resource
Suzanne Ling	Co-Founder, Relationships & Communication



3 Msian Women who met as volunteers on a project at their alma matter UCSI University but their exposure to refugees, however, came three years earlier as students who were volunteering as teachers in a refugee school near their campus in Cheras. The idea of food catering was born out of the basic necessity to put food on the table. The refugees, they felt, could use their cooking skills as a means to sustain themselves. Initially called The Hands of Hope Kitchen, under the same volunteer group they founded in university, the girls decided to name the project Picha, after the child of their first cook, a refugee from Burma named Ganu. "In the early days we would help Ganu pack her cooking and deliver it, and the then 4-year-old Picha would walk us down the stairs," they share.

<https://www.nst.com.my/news/2017/03/217447/picha-project-how-three-msian-women-provide-hope-refugee-families>

### What is it?

PichaEats (previously known as The Picha Project) has one simple mission: to serve you great food. But as you enjoy your meal, you are also providing an opportunity for refugees in Malaysia to start a new life. PichaEats specialise in delicacies from the homeland of our chefs – from Iraqi Falafel, Palestinian Hummus to Afghani Dumplings & Syrian sweets – with everything made of authenticity & love. Through PichaEats, refugee families who are forced to flee to Malaysia can get a chance to rebuild their lives, regain their dignity, and provide for their family. Together, we can be the comfort of their past, support of their present, and investor of their future.



### PichaEats acts as the agent to

1. supervise the families,
2. ensure the quality of product,
3. package the product,
4. market the product,
5. deliver to customers, and then
6. provide a livelihood for the refugee family.

### When was it created?

PichaEats formed as a social enterprise in January 2016. The girls experimented with their business model, menu, marketing strategies and other elements to make this social enterprise work. Picha and his family is only a small part of the 168,000 other refugees in Malaysia. Naming our social enterprise after Picha is a constant reminder for us to continuously strive and work towards creating a better Malaysia, where marginalised groups will be included in the society and economy of the country. PichaEats will always strive for the future of Picha, and for more families like Picha's.

### How does it work?

Make an Order. Make a Change. With every purchase made, 50% of the sales goes to the Picha Chef, where they cover raw ingredient cost & their basic living expenses. Another 50% goes to PichaEats, where they cover business operation cost & reinvest to create greater impact. With you enjoying great meals from PichaEats, they have empowered more than 15 families with a sustainable livelihood. There's much more that can be done, together, to transform lives.

### Our services involve delicious food, social awareness and sustainable impact.

- Meal Delivery Service
- Catering Services
- Open Houses
- Picha Pop Up Events

### Organising/Management

17 employees [https://rocketreach.co/pichaeats-profile\\_b45e3028fc76701b](https://rocketreach.co/pichaeats-profile_b45e3028fc76701b)

They also have Intern and Full Time Positions available <https://www.pichaeats.com/the-team/>



## Publicity

2019 KL-based social enterprise PichaEats turns refugees into entrepreneurs this Ramadan

<https://www.marketing-interactive.com/kl-based-social-enterprise-pichaeats-turns-refugees-into-entrepreneurs-this-ramadan/>

2018 5 Minutes with the Picha Project

<http://www.uppre.com/2018/03/5-minutes-with-the-picha-project/>

2018 The Picha Project Wins Future Generations Award

<https://impacthub.net/the-picha-project-wins-future-generations-award/>

2017 The Picha Project: How three Msian women provide hope for refugee families

<https://www.nst.com.my/news/2017/03/217447/picha-project-how-three-msian-women-provide-hope-refugee-families>

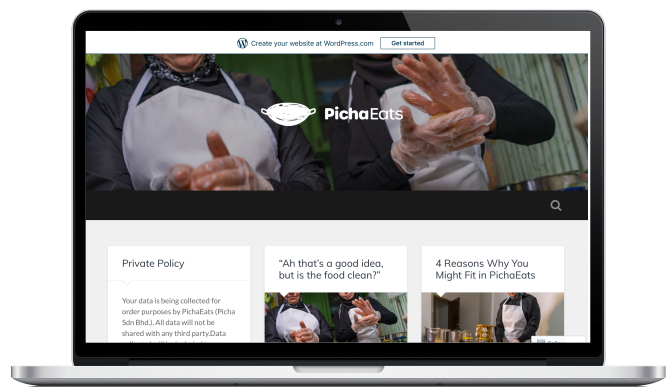
2011 Your Privilege (And Your Stomach) Will Feel Real Heavy After This Meal Experience

<https://vulcanpost.com/668690/the-pichaeats-experience-malaysia-meals-refugees/>

Blog <https://pichaeats.wordpress.com>

## Results

- 130,000 Meals Served
- 13 Families Involved
- 1,500,000 Value Given Back (RM)
- 50% of sales is given back to Picha Chefs to support their livelihood.
- 100% of Families Covering Basic Expenses
- 100% of Picha Children Receiving Education



**Solutions for Empowerment:** Our solutions focus on empowerment through access to sustainable employment opportunities. Through them, we aim to create positive economic, social and psychological support for refugees, and shed light on the challenges faced by them. Since many refugee mothers can cook great food, and all of us eat daily, PichaEats was started with one simple mission – to rebuild lives through food. We built a platform where refugee mothers cook their delicious authentic meals, while we market and deliver the food to the public. Through PichaEats, you make a change to their lives just by enjoying a good meal! How We Work With every purchase made, 50% of the sales goes to the Picha Chef, where they cover raw ingredient cost & their basic living expenses. Another 50% goes to PichaEats, where we cover business operation cost & reinvest to create greater impact. Making A Delicious Impact With you enjoying great meals from PichaEats, we have empowered more than 15 families with a sustainable livelihood. In the past few years, their business has generated RM3 million in revenue, with half of that going back to the refugees who work with them. UNHCR has registered 150,430 refugees in Malaysia as of January this year; even if we can't change policies that govern this sticky subject just yet, The Picha Project has taught us that we can at least start changing lives, one meal at a time. In 2019 they were selected as one of Booking.com's top 10 sustainable tourism start-ups and Kim was listed on Asia Tatler's Generation

<https://www.nst.com.my/news/2017/03/217447/picha-project-how-three-msian-women-provide-hope-refugee-families>

<https://www.pichaeats.com/our-impact/>

<http://www.pichaeats.com/a-whole-new-picha-experience/>

## Contacts

<https://www.pichaeats.com/contact-us/>

[www.ydsi.eu](http://www.ydsi.eu)

# YOUNG DIGITAL SOCIAL INNOVATORS

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