



YOUTH SOCIAL INNOVATION LAB FEJS(T)SPEJS & Dynamic Learning Package

MARIBOR & PODRAVJE REGION

Concept paper

(D 5.1.1., D5.2.1)

Prepared by: PRIZMA Foundation



FEJS(T)SPEJS!

**YOUTH
SOCIAL
INNOVATION
LABORATORY**

INTRODUCTION

Youth Social innovation Lab “**FEJS(T)SPEJS**” is based on Transnational concept paper on the Operational model, Transnational concept paper on the proposed support service portfolio, elaborated in NewGenerationSkills project, respecting current circumstances and already existed social innovation support eco-system in Maribor and Podravje region.

“**FEJS(T)SPEJS**” is conceived as a physical space in location Tkalski prehod 4, Maribor, ground floor. It will be latter on (sustainability), as a part of Regional network of social innovation ecosystem “SocioLab”, complemented with virtual environment. All together will offer stimulating environment for generating, developing and commercializing social innovative youth’ ideas through relevant trainings, mentoring and technology put at their disposal, following the (social) entrepreneurial pathway.

By setting up the Youth Social Innovation Laboratory –**FEJS(T)SPEJS** we are creating city as well as a regional youth social innovation center. Synergies between creators and stakeholder engagement enable effective use of existing innovation potential of young people in Maribor and Podravje region. The “**FEJS(T)SPEJS**” will contribute to creation of a new recognizable brand of the social innovative region among youth.

With a professionally functioning social innovation support environment, we are significantly contributing to the sustainability and the performance of local environment in national, European and global framework. The Social Innovation Laboratory, “SocioLab”, which part will in the future be “**FEJS(T)SPEJS**.”, will become an intermediary for furthering (social) innovation coming from the region and will at the same time provide global knowledge to local users.

Empowered young people that are able to analytically, interdisciplinary understand their role in the community and have acquired necessary competences for creative management of contemporary challenges, will significantly strengthen the sustainable socio-economic development of local environment and effectively integrate into global development trends.

With Youth Social Innovation Laboratory –**FEJS(T)SPEJS** and its services we will be complementing the program of wider, comprehensive and lasting ecosystem for social economy support in Maribor and Podravje region named “SocioLab” that is under development in Podravje region. **FEJS(T)SPEJS** is based on the active engagement of all members of four-spiral (quadruple-helix) network joined in LIAG group and provides an environment that enables young talents to develop socially innovative ideas, (social) entrepreneurial ventures and jobs in the local environment.

FEJS(T)SPEJS, YOUTH SOCIAL INNOVATION LABARATORY

Operational model of FEJS(T)SPEJS.

Youth Social Innovation Laboratory –**FEJS(T)SPEJS** is a youth Maribor & regional social innovation center. Synergies between creators and stakeholder engagement enable effective use of existing innovation potential of young people in Maribor and Podravje region as whole.

Physical infrastructure and equipment

“**FEJS(T)SPEJS**” is conceived as a **physical space** in location **Tkalski prehod 4, Maribor**, ground floor in a building owned by Maribor Municipality which for the last 5 years offers premises to organizations in the social economy sector. The space in the ground floor of the building was empty for more than a year. However, it’s ideal 107 sq.m. open public (municipal) space with additional 2 multipurpose rooms (23 and 19 sq.m) that could be used as small seminar rooms, rooms for individual mentoring etc.. The building is located in the centre of Maribor. Maribor Municipality, as NGS project partner, dedicated the space to the FEJS(T)SPEJS activities. The space itself will stay in Maribor municipality management at least by the end of NGS project.

With the support of NGS project and some Tkalka member organizations located in the building in the address Tkalski prehod 4, the space was equipped with furniture, notebooks and other IT equipment needed for implementation of the FEJS(T)SPEJS portfolio. Core part of equipment was purchased by PRIZMA Foundation and Maribor Municipality with NGS project funds (equipment). The FEJS(T)SPEJS offers 20-25 workstations that could be easily rearranged and adjusted to different activities (individual work, team work, conference space, etc.) or to the number of visitors/participants.

By the end of the NGS project long term availability of the premises and its management in above mentioned location (Tkalksi prehod 4, Maribor) where the pilot will take place, must be agreed with responsible (Mayor, City council...) in Maribor Municipality.

FEJS(T)SPEJS will be **latter on**, as a **part of Regional SE ecosystem programme/offer**, incorporated also into Podravje region SE ecosystem “**SocioLab**” virtual environment.



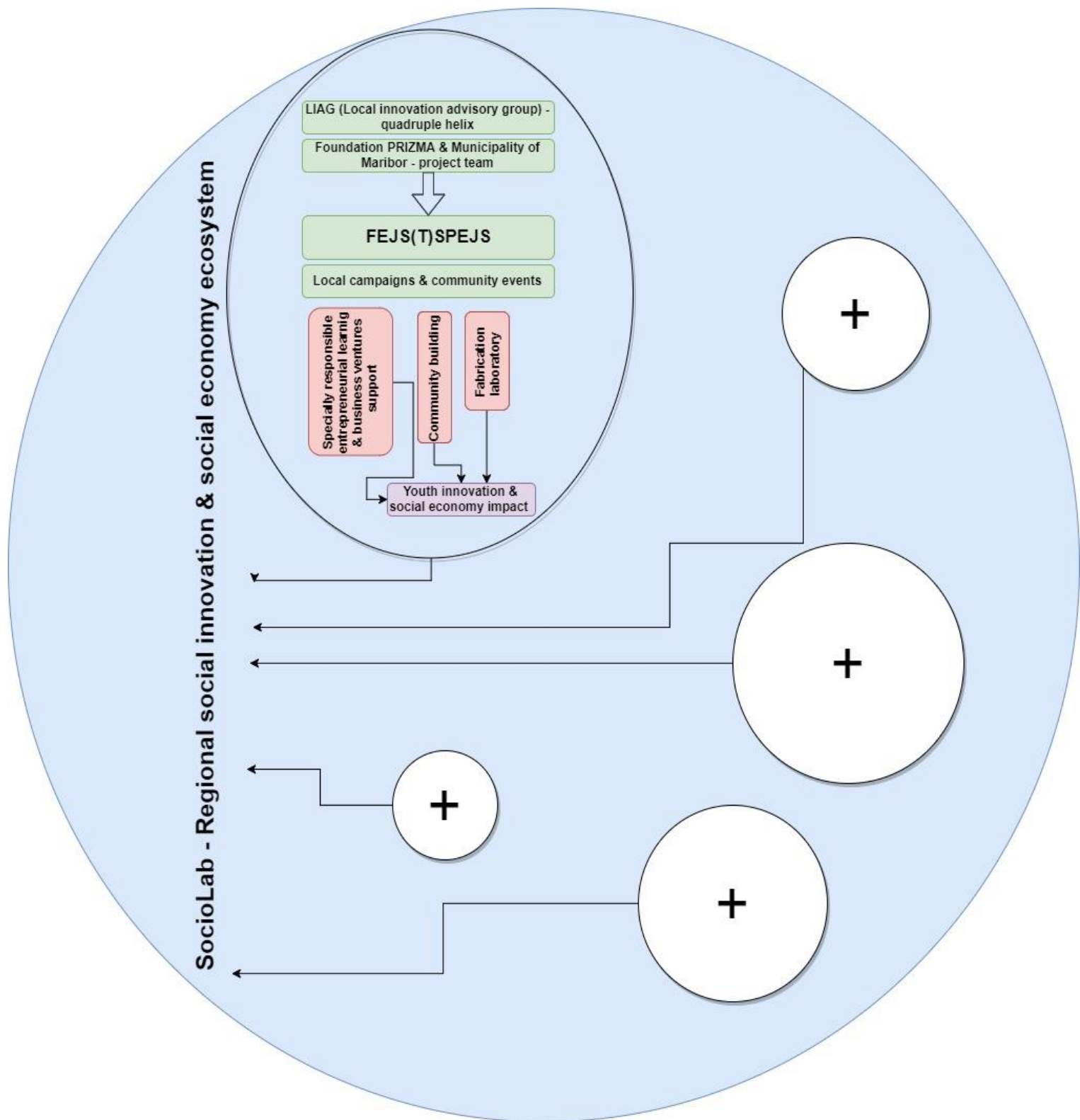
Organizational and governance structure

The necessary framework conditions for FEJ(S(T)SPEJS were analyzed through NGS project with key regional stakeholders, representatives of the quadruple helix as LIAG members.

There is a project “SocioLab” in Podravje region, started in July 2018 which aim is to set-up holistic regional ecosystem to support social innovation and social economy development in the region. 11 SE and entrepreneurship support organisations from all over the region is involved in setting up Regional Social Innovation Laboratory called “SocioLab”. The project is supported by Regional Development Council of Podravje Region as one of the key regional projects in the period 2018-2021. Therefore, we see Maribor Youth Social innovation Laboratory “FEJS(T)SPEJS” as a logical component of this wider regional Social Innovation ecosystem that offers additional programme aimed at supporting young people and offer **stimulating environment** for their responsible career development and for generating, developing and commercializing **social innovative youth ideas** through relevant trainings, mentoring and technology put at their disposal, following the (social) entrepreneurial pathway.

PRIZMA Foundation is the lead partner of the “SocioLab” project and it is planned to **be responsible for running FEJS(T)SPACE activities during experimental phase in cooperation with Maribor municipality NGS project team** (in the frame of NGS project). Prizma is also planned to be responsible for running FEJS(T)SPEJS further on **as a member of holistic regional social innovation and social economy network ecosystem “SocioLab”**. By the mid of 2019 FEJS(T)SPEJS will be managed by PRIZMA Foundation & Maribor Municipality NGS project team in cooperation with LIAG set up in NGS project. NGS LIAG representatives will be involved in the discussions and development process of “SocioLab” governance system that will finally (after NGS project ends) result in becoming part of that ecosystem as well as governance system of “SocioLab”.





Service portfolio of FEJS(T)SPEJS.

There are three main pillars underpinning FEJS(T) space holistic programme:

- ❖ Socially responsible entrepreneurial learning & SE business ventures support
- ❖ Community building
- ❖ Fabrication laboratory

Each pillar offers portfolio of services that facilitates youth career development towards creation of socially responsible and social economy business ventures.

FEJS(T)SPEJS. PROGRAMME & SERVICE PORTFOLIO		
Socially responsible entrepreneurial learning & SE business ventures support	Community building	Fabrication laboratory
<p>Dynamic Learning Package (DLP):</p> <ul style="list-style-type: none"> ☞ Time to inspire ☞ Social Innovation Bootcamp that will be tested during NGS project pilot action ☞ Social innovation Employability booster that will be launched latter on, as part of FEJS(T)SPEJS. long term activities 	<p>Coworking space</p> <ul style="list-style-type: none"> ☞ Tkalski prehod 4, Maribor, ground floor. Building is owned by Maribor Municipality. PRIZMA Foundation and Maribor Municipality, together with EU co-funding (Interreg Danube Programme) co-invest in equipment of the open space coworking in order to assure basic welcoming environment for youngsters to realise their ideas). ☞ Community management assured so 	<p>Fabrication laboratory – Kreator Lab is also available for FEJS(T)SPEJS members.</p> <p>KreatorLab Offers:</p> <ul style="list-style-type: none"> ● 3D printers ● CNC machine ● Laser cutting and engraving machine ● foil cutter <p>In FabLab, individuals with professional knowledge can quickly create prototypes or unique products. Those with a little less professional knowledge can get it and get the knowledge as also training is offered for participants how to use</p>

	<p>that the clients will feel welcomed, accepted in the community as well as that they receive support they need (i.e. services offered in FEJS(T)SPEJS Community manager will assure target it information to clients, care about the space, refreshments, organise networking and community events listed below) etc.</p>	<p>digital technology and machines. Also digital workshops will be offered: two separate 4 hours workshops, each of them will be held twice:</p> <ul style="list-style-type: none"> • The first workshop – Build Your First e-Commerce Site From Scratch in order to learn the basics of how websites work, how to build a site with minimal effort (using a CMS, content management system) and the basics of front-end programming (HTML, CSS and WordPress). • The second workshop – Digital Fabrication is focus on the various tools available for digital fabrication from a digital file on the computer to an actual build version of that design (3D modelling, scanning and printing, laser engraving or laser cutting, CNC milling, vinyl cutting).
<p>Mentoring support</p> <ul style="list-style-type: none"> ☞ Mentor generalist as a coach for each participant to follow career goals according to an individual career 	<p>Networking events:</p> <ul style="list-style-type: none"> ☞ Meeting and talking with role models (once a month), ☞ Exchange of experiences among existing and new 	

<p>pathway based on the assessment of personal potential and interests</p> <ul style="list-style-type: none"> ☞ Permanent individual and / or group specialized mentoring for the participants, which is reasonably upgraded and linked to the contents of the modules/workshops of DLP. ☞ Mentoring/coaching, conducted by experienced trainers, (social) entrepreneurs and also specialized experts on actual topic (marketing, finance, business organization, etc.) that that guides an individual or initiative from generating socially innovative ideas and basic (social)entrepreneurial competences, to product/services design and finally to market entry. 	<p>“young” social entrepreneurs etc. (business breakfast every two months)</p> <ul style="list-style-type: none"> ☞ Competition of innovative ideas & pitching (one event in January 2019) ☞ Creativity & innovation (two workshops in duration of 4 hours) 	
<p>Networking and knowledge transfer:</p> <ul style="list-style-type: none"> ☞ Events to connect youth with companies, stakeholders, with practical experience – One day manager/(social) entrepreneur, employee (once a week) 		

<p>☞ Speed dating – to present themselves and/or their socially innovative ideas (once a month)</p>		
---	--	--

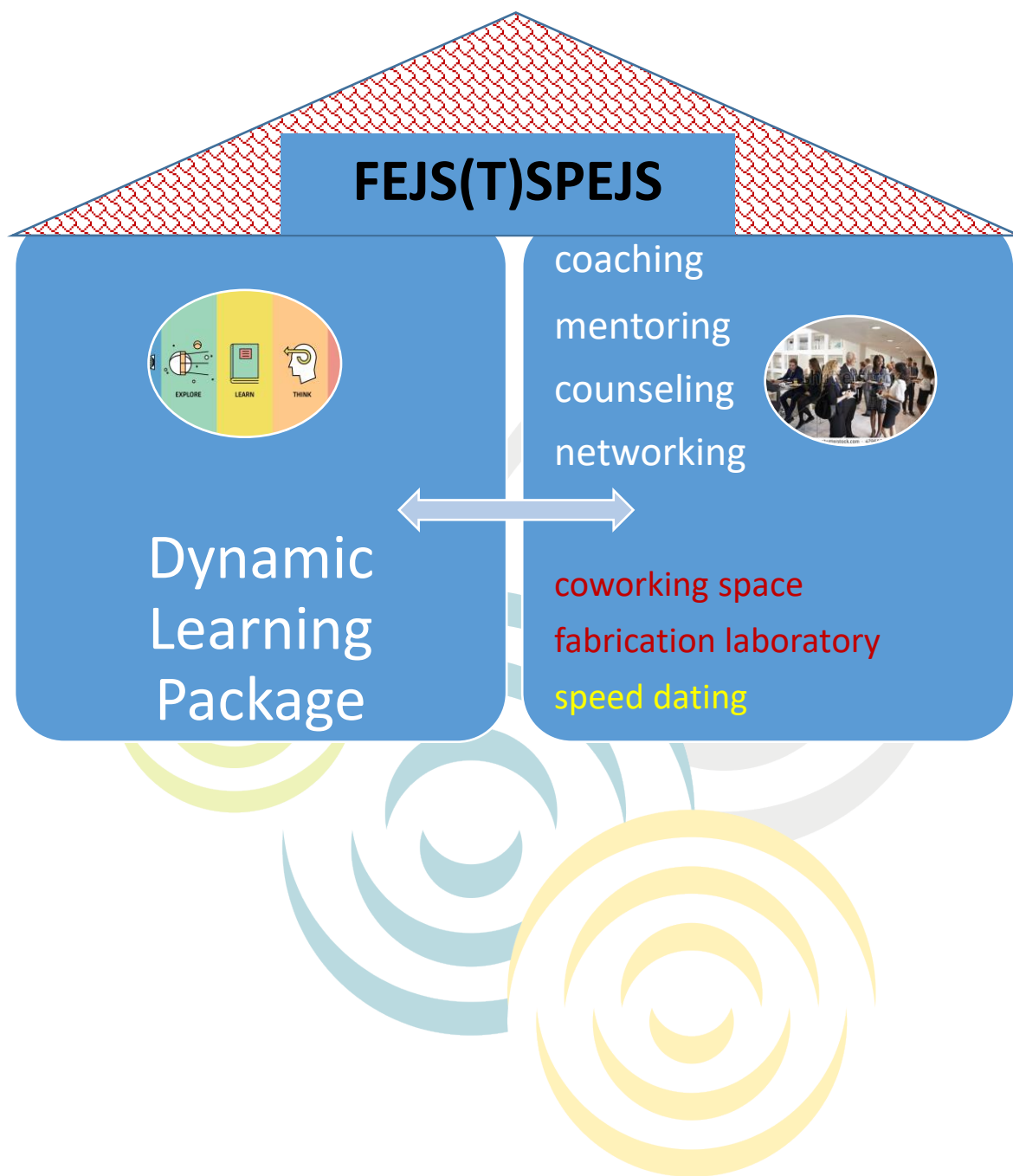
All pillars are interconnected and are complementing each other.

Integration of DLP in FEJS(T) SPEJS service

DLP is integral part of service portfolio of FEJS(T)SPEJS that is supported by other services offered in FEJS(T)SPEJS – mentoring, networking, Fab lab.

Testing of a comprehensive training program (Dynamic Learning Program) that will provide comprehensive support to young people (learning, coaching, mentoring, networking, spaces) in development, growth and realization of socio-entrepreneurial ventures. Content will be built modularly and will enable young talents to acquire competences according to their existing knowledge, needs and interests. The program includes a range of modern approaches (gamification, design thinking, peer-learning, self-management, process facilitation, open-source approaches, etc.) and at the same time provide the possibility of cooperation, collaboration and socializing in the so-called community spaces (co-working).

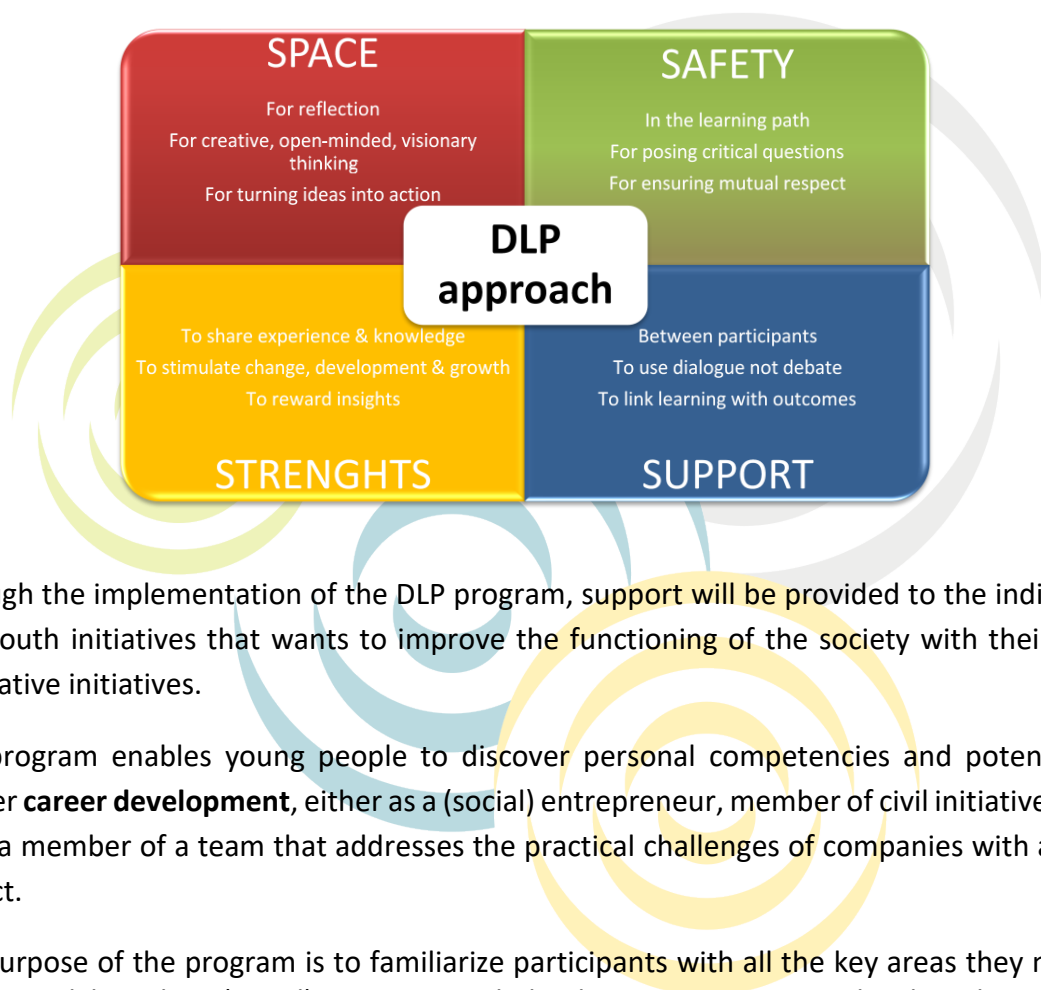
Open research and development of new process approaches to learning, creativity and design will be the basis for new methods of innovation training.



LOCAL DLP CONCEPT

Dynamic Learning Package (DLP) is integral part of the (Social) Innovation Lab (S)IL service portfolio. DLP mutually intertwined with other complementary (S)IL services.

DLP helps young people to do things differently. It offers them time and space to reflect, plan and act in safe and supportive environment. They can share experiences with peers, and find support, learning and insight in return.



Through the implementation of the DLP program, support will be provided to the individuals and youth initiatives that wants to improve the functioning of the society with their social innovative initiatives.

The program enables young people to discover personal competencies and potential for further **career development**, either as a (social) entrepreneur, member of civil initiative (NGO) or as a member of a team that addresses the practical challenges of companies with a social impact.

The purpose of the program is to familiarize participants with all the key areas they need to set up and launch a (social) venture, to help them as a team to develop their (social) entrepreneurial ideas, to set up and run (social) enterprises, cooperatives or NGO's.

DLP pathway



The program is performed as a combination of individual and group work as well as self-learning, using modern digital technology.

At the beginning of the program each participant creates an individual career pathway based on the assessment of personal potential and interests. Following their career goals, participants will be divided into groups/teams in which social innovative ideas are developed - either within their own socially innovative business path or as a solution to the challenges of companies with the social impact.

DLP includes modules in the form of interactive workshops based on innovative approaches as hackathons, design thinking, storytelling, prototyping in FabLabs, peer to peer mutual learning, video lectures/webinars, videos with experts and good practices, worksheet(s)/assignment(s), etc.

The individual modules are available to young people free of charge for the period from October 2018 to April 2019. Participants can select all or some of them according to the previous competences and interests.

DLP modules

Modul 1

Personal Development - Potential & Interests

Modul 2

Social Challenges & Innovation

Modul 3

Social Entrepreneurship

Modul 4

Generating Ideas

Modul 5

Strategic & Business planning:

- Ethical Marketing & Communication
- Sales
- Finance & Income & Tax
- Management & Leadership
- Measuring Social Impact

Modul 6

Pitching

Modul 1

Personal Development - Potential & Interests

What are my potentials and interests?

TOPICS	METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Exploring personal competences and potential. • Assessment of individual potential for personal development and innovation. • Creating individual pathway – action plan. 	<ul style="list-style-type: none"> • Workshop • Peer to peer learning • Self-Assessment Questionnaire • Assessment stations & observation, feedback by trainers • Personal Branding Canvas model • Personal swot matrix • Individual pathway plan 	<ul style="list-style-type: none"> • Self confidence • Responsibility • Self-presentation • Decision making • Proactivity

Duration:
12 hours

Modul 2

Social Challenges & Innovation

What are challenges in the society that can be solved?

TOPICS	METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Identification of challenges and problems in society • Understanding Social Innovation • Key elements of social innovation • Social Innovation good practices • Fields of social innovation in the local society • Social innovation and local development 	<ul style="list-style-type: none"> • Hackathon • Workshop • Brainstorming • (Virtual) Group work 	<ul style="list-style-type: none"> • Team work • Creativity • Problem sensitivity • Motivation

Duration:
8 hours

Modul 3

Social Entrepreneurship

What does Social Entrepreneurship mean?

TOPICS	METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Introduction to entrepreneurship and social entrepreneurship• Comparison of different organisational & business structures in the frame of legislation	<ul style="list-style-type: none">• Workshop• Presentation• Group work• Video lecture• Side visits	<ul style="list-style-type: none">• (Social) Entrepreneurship• Critical thinking• Decision making

Duration:
8 hours

Modul 4
Generating ideas

How to find innovative solutions to social challenges?

TOPICS	METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Presentation of challenges and problems in society • Generating ideas for solutions • Validating, linking and match making ideas • Defining themes of (social) initiatives for further development of (social) entrepreneurship solutions 	<ul style="list-style-type: none"> • Hackathon • Design thinking • Brainstorming • (Virtual) Group work • Ranking ideas 	<ul style="list-style-type: none"> • Generating ideas • Self-initiative • Creativity

Duration:
8 hours

Modul 5

Strategic & Business planning

How to develop or start a new (social) business?

TOPICS	METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Understanding & planning • Concept & characteristics • Goals and objectives of business planning • Legal & organisational structures • Customer & research • Ethical Marketing & promotion • Branding • Communication channels & ICT • Sales • Financial planning (cash flow & accounts, strategy & risk, costing & pricing) • Measuring social impact (Social Accounting & Audit - SAA, Social Return on Investment - SROI) • Management & Leadership (HR management & planning, procurement & contracts, product assessment, processes & requirements) 	<ul style="list-style-type: none"> • Workshop • (Social) business model canvas • (Virtual) Group work • Webinar • Video lecture • Role-playing • Peer to peer learning • Balance sheets • Insights analysis and SDI tools • Personal SWOT analysis • Model CANVAS • Design thinking 	<ul style="list-style-type: none"> • Legislation • Strategic thinking • Project management • Communication • Marketing and sales • Creativity • Flexibility • Financial management/crowdfunding • Risk taking • Responsibility • Critical thinking • (Social) Entrepreneurship • Leading • Culture of failure • Organizing

Duration:
48 hours

Modul 6

Pitching

How to present ideas and attract support?

TOPICS	METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none">• Process for preparing and creating presentations• Delivering presentations successfully• Reducing presentation fears and stresses	<ul style="list-style-type: none">• Elevator speech (pitch)• Pecha Kucha• Peer to peer learning• Story telling	<ul style="list-style-type: none">• Self confidence• Communication• Creativity

Duration:
4 hours