DELIVERABLE D.T2.4.1

Start-Up Plan for Bottom Up Tools

Version 1
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1. Introduction

This document provides information about the preparation of a start-up plan for developing and implementing the planned bottom-up pilot tools and a support and networking platform. The tools will be a combination of an ICT platform and pilot supporting actions.

Within O.T2.1, the CE support and networking platform will be set-up to connect and enhance cooperation between social entrepreneurs and altruistic entrepreneurs. It will be a common online platform, where social entrepreneurs and altruistic entrepreneurs will meet and connect. Additionally, 7 tools will be developed (DT2.4.2 - DT2.4.8) and then be hosted and tested on the platform in OT2.2.

2. Start-up plan - Status Quo

2.1. Initial discussions and meeting with external expert

In the project's Kickoff meeting in Ptuj in June 2019, the original idea for the platform and bottom up tools was presented to the partners by lead partner e-zavod and a first discussion, led by WP-leader ikosom, was initiated.

In a follow up webinar with the lead-partner, the WPC-leader and WP-leader ikosom, the „Technical Characteristics of the Platform" (D.T2.2.1) and a further timeline were discussed. In this online meeting it was agreed to build the platform, which also hosts the tools, on Wordpress basis and that ikosom is hiring a web-developer for building and integrating this plan by October 2020.

Also the partners agreed to keep in mind that the deliverables D.T2.1.3 (Association) and D.T2.1.4 (Label) will somehow be part of this platform and that a domain will be purchased, based on a research and availability check by ikosom.

In November 2019, ikosom had a first meeting with one web-developer in Leipzig, drafting the features of the platform and the goals connected to this task.

2.2 Interactive workshop in Bratislava

For the partner-meeting in Bratislava in December 2019, ikosom prepared a list of potential names and URLs for the platform and the consortium agreed to use net4socialimpact.eu as a domain name. As a first step, ikosom purchased this domain after a brand-check on https://www.wipo.int/reference/en/branddb/ and integrated a map with a list of some partners to illustrate the mapping-idea.

Ikosom also presented the tools again during the partner meeting in Bratislava and invited the partners to split up in seven groups (one group per tool) and work on

expectations, user journeys and needed data for the tools. The aim of this exercise was to foster a common understanding of the planned tools and involve the partners with their experiences and know-how on social entrepreneurship and/or digital communication. Each group presented its findings and ikosom documented this information for further steps.

Here is an overview of the results:

- **D.T2.4.2 Match-Making Tool:** The aim of this tool is to connect Social Entrepreneurs with Fundraisers and/or altruistic entrepreneurs (similar to existing tools like in Croatia: https://www.cinipravustvar.hr, Austria: https://patron4change.org or Germany: https://reset.org/). Supporters/altruistic entrepreneurs are being sent to a landingpage (http://net4socialimpact.eu/match-making) through the SEs channels, Social Media posts by umbrella organisations and associations or via Google with a direct link to a call (=project page). It contains an overview of recent projects, statements from SEs and altruistic entrepreneurs, an explainer video and a "how it works" and some filter.

- **D.T2.4.3 Lunch Surfing Tool:** The aim of the tool is to connect SEs and Altruistic entrepreneurs on a low level and make it possible to arrange a first real-life meeting by chance. Like Tinder for Social Business. It's like Couchsurfing, where you don't know before. So the two parts don't choose each other, but they should be able to add at least a few criteria before it comes to a match, maybe you can choose by SDG, topics, or like a range (local) of 100km etc. This business meeting is less official and all about interviewing another business owner. So it's mainly focussed on the dimensions "feedback/advice", "information/experience" and "knowhow" and getting to know each other. After a meeting happened, both parties should be able to show that in the profile. Success stories are important here to find out what the main link was.

- **D.T2.4.4 Community Value Awards Tool:** The aim of this tool is to highlight and feature outstanding projects and make it visible to broader public (monthly, yearly) - awareness building. So the general public can see and vote for ideas that will be supported, but there is also a jury (Altruistic entrepreneurs, CE RESP-team, authorities, media...). The criteria is based on the value the project adds to the community. The tool needs an extra sub-page (button on website/hint that there's an award) with an explanation/aim of award, stories of best practices/winners/ nominees, explanation of the application/decision (jury, community, people's choice) etc.

- **D.T2.4.5 Patron Tool:** The aim of the tool is to support altruistic entrepreneurs to find SEs and offer them help/advice; financing, network etc. What kind of information is needed? SEs want to find info about mentorings, awards, trainings the Altruistic entrepreneurs offer and the other way round (sector, proof of concept, SDG - standard categorisation). Social Enterprises should have keywords, what type of

support they need also with SYMBOLS maybe related to SDGs. Once they found each other, the regularly meet and share experiences and Help each other (in small area - rural?). It can also be used as STEP 2 after lunch-surfing and could be part of matchmaking tool, but focussing on mentor

- **D.T2.4.6 Social Integration Tool:** The aim of the tool is to connect Altruistic entrepreneurs with groups of special needs and helping them getting ideas and find people who wants to do something - focus lies on disadvantage groups. The altruistic entrepreneur needs to know what is needed, so again a Profile of the "person in need" is needed. What would help? Organisations who can support us here.

- **D.T2.4.7 Volunteer Pooling Tool:** The aim of the tool is to connect SEs with people who like to support them in-kind/with time by helping them on projects etc. A second goal is to create a pool of volunteers, who can be addressed through various channels/echanisms for interaction (chat, email etc - i'd like to help; maybe with symbols for setting up meeting, donation, etc). Volunteers can send their offers to SEs based on what SEs are looking for in their profile; SEs can choose by criteria like duration, languages, interests, level of knowhow, experience.

- **D.T2.4.8 Transnational Upscaling Tool:** The aim of this tool is to get access to an international group of Altruistic entrepreneurs, who are willing to share their knowhow and experience on a transnational level. An altruistic entrepreneur comes to landingpage by recommendation (P2P, social media). The main feature of this tool is a map, which shows Altruistic entrepreneurs around Europe. This map can be filtered (SDGs/interest, area/country, needs, experience, profiles, domestic/international, events/activities, exclude Social Entrepreneurs) to find like-minded people. You can add yourself to the database (register) or subscribe to Newsletter and get info later (checkbox which info). There's an info-page (that helps him to decide to create a profile). The tool is similar to lunch surfing tool, but with an international aspect.

  - One example for use: ALTRU is invited to a conference in Germany. On the map he an find other Altruistic entrepreneurs who are in the same region as the conference and can send a request for setting up a meeting to share experiences or talk about a concret problem ("my social startup needs experience in Asia..."

2.3 Transfer of the results of Bratislava workshop into design

For the online meeting (webinar) on the 14th of January 2020, ikosom started to transfer the feedback and ideas from Bratislava to document and further describe the functionality of the platform/tools. Some findings were presented in the webinar.

One important finding was, that the tools are in a way all interconnected with each other and therefore a more general approach is needed. This approach follows the

integration of „user profiles" as a core concept, as they are crucial to redirect users and assign projects etc. This also implicates that from certain point on, the user needs to register on the platform to take action (start a project, support a social entrepreneur, rate or comment etc.). Also some parts of these profiles could be made private vs. public.

Also the partners agreed that (success-) stories need to play an important role to showcase social entrepreneurs and their projects and raise awareness for the tools. Also they could help to make the added value of the tools more visible.

In the webinar, ikosom also drafted some next steps, including the finishing of this deliverable (D.T2.4.1 Start-Up Plan for Bottom Up Tools) by the end of January 2020.

Another task for ikosom was to create and send around a more specific description of the tools to all partners, which can be used by the partners to send around to some social entrepreneurs to ask for their feedback.

By the time of finishing this deliverable, this document was already in the making and was scheduled to be finished in the beginning of February 2020. It is based on much more detailed document that was started by ikosom as a specification book for a scheduled meeting with the web-developer in February in Berlin/Leipzig.

3. Start-up plan - Next Steps

The following steps are planned in order to finalize the development of the tool:

- ikosom will finish the description of the platform and the integrated tools in February 2020 and will send its conclusions to all partners.

- The partners ask their SEs to provide short feedback and send a summary of it back to ikosom.

- In the meantime, ikosom discusses the plan with leadpartner e-Zavod and the developer and creates a timeline for implementing the features.

- Until June 2020, ikosom together with its developer will create a simple landing page where future activities are being explained and which can be used for communication purposes.

- The finished platform will be online with all tools in October 2020

- The partners beta-test the platform, give feedback and ikosom and the developer improves the platform based on this feedback.

- Once the platform is officially launched, the partners invite their SEs to use it (90 projects are piloting the tools) and keep the partners in the loop.